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Mass Media and Health Practices IMPLEMENTATION

RADIO SCRIPTS

HONDURAS

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ACADEMY FOR EDUCATIONAL DEVELOPMENT, INC.
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MASS MEDIA & HEALTH PRACTICES

PROJECT IMPLEMENTATION

Academy for Educational Development, Inc.

Sponsored by the Office of Health and Office of Education
Development Support Bureau
UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

RADIO SCRIPTS
HONDURAS

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RADIO SCRIPTS-HONDURAS

On September 30, 1978, The Academy for Educational Development, Inc. was contracted by the United States Agency for International Development (USAID) to implement a five-year program of public health education. The project, which is a joint initiative of the Office of Education and Office of Health within the USAID Bureau for Science and Technology, seeks to develop a methodology for the application of mass communication to the prevention and treatment of acute infant diarrhea in the rural areas of two developing countries. The long-term development goal of the project is to strengthen the health education capacity of the cooperating Ministries of Health in Honduras and The Gambia. The campaign includes the following key elements: an intensive period of practical pre-program investigation and research, a comprehensive plan for integrating and structuring the various campaign components, an intervention combining radio, print, and interpersonal support directed at rural mothers, and a systematic, on-going program of formative evaluation. Stanford University has been contracted separately by USAID to evaluate the project.

In Honduras the program is working with the Ministry of Health to develop a national program of production, distribution and education for the early use of locally pre-packaged oral rehydration salts called LITROSOL. Rural mothers are being advised where to acquire LITROSOL, how to mix and administer the salts properly, and to seek help at a local clinic if their child's diarrhea persists more than three days or if he becomes listless and loses appetite. During the first year of the program more than 100 doctors and nurses have been trained, along with some 1,300 village level health care providers. Approximately 15,000 radio broadcasts have been transmitted, and thousands of copies of posters, instructional flyers, and packet labels have been developed and distributed.

In The Gambia the program is working with the Ministry of Health and the national Radio Ministry to develop a program which relies on early administration of home-mixed sugar and salt solutions and pre-packaged oral rehydration salts available at rural clinics. Again radio, print materials and face-to-face training are being used to reach both the professional medical community as well as the most isolated rural village.

The following radio scripts were prepared for use during the first year of radio programming in Honduras. Each program was carefully pre-tested with rural audiences and broadcast in a saturation campaign with emphasis described in the chart on the following page.

<u>Radio Spots</u>	<u>Number of Spots</u>	<u>Number of Individual Transmissions</u>
Breastfeeding	5	1,640
Concept of Dehydration Give Liquids	9	4,971
Infant Needing Special Care	4	750
Germ Theory -Lobrices -Bichos	3	700
Introduction of Litrosol Mission Messages	2	1,666
Litrosol Dehydration	2	3,026
Litrosol Returns Activity	5	8,166
Give Litrosol Every Time He has Diarrhea	1	1,581
3 Bottles = 1 Litre	1	1,564
Give Breastmilk & Soft Food During Diarrhea	2	3,888
Follow all Instructions	1	1,728
Number of Radio Stations - 7		

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PHASE I
RADIO SCRIPTS
HONDURAS

SONG: BREAST

Mother,
that little one who kicked your tummy
has finally arrived.
His little eyes are now looking at you and
smiling.

His little hands, still have no strength, Mother,
but they squeeze anyway.

He, that is so tiny,
depends on you to grow, Mother

Care for your child from the moment he's born
Give him your breast so he will grow
Give him the vigor
that only your breast can give, Mother.

ANNOUNCER: A mother that breast-feeds
Is a true mother.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

CANCION - "PECHO"

Mamá,
el pequeñín que golpeaba su vientre,
por fin llegó.

Sus ojitos cerrados ahora la miran
y le sonrîe.

Sus manitas, aún sin fuerza, mamá,
le aprietan.

El que es tan pequeñito
de usted depende para crecer, mamá.

Cuide de su hijo al nacer,
dele su pecho para crecer
dele a su hijo el vigor
que sólo en su pecho puede hallar, mamá...

LOCUTOR: LA MADRE QUE PECHO DA...
ES MADRE DE VERDAD.

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA.

BREAST: NEWS BULLETIN

OPERATOR: Sound of a telegraph

ANNOUNCER 1: The Ministry of Public Health would like to make it known to Honduran mothers the results of the latest studies which have been done in the world on mother's milk.

ANNOUNCER 2: It has been proven that the mother's milk has more nutritious value than any other milk.

ANNOUNCER 1: They have affirmed that the first breast milk acts like a vaccine against sickness.

ANNOUNCER 2: For that reason, the children who are nursed have better protection against sickness.

ANNOUNCER 1: The Ministry of Health would like to congratulate all the mothers who nurse their children, because, as the studies show us, the mother who breast-feeds is a true mother.

OPERATOR: Sound of a telegraph

ANNOUNCER 3: For a healthy people, we are working
Ministry of Public Health

PECHO: NOTICIERO

OPERADOR: SONIDO DE TELEGRAFO

LOCUTOR 1: El Ministerio de Salud Pública hace saber a las Madres Hondureñas los resultados de los últimos estudios sobre la leche materna que se han hecho en el mundo.

LOCUTOR 2: Se ha comprobado que la leche materna tiene más valor nutritivo que cualquier otra leche.

LOCUTOR 1: Se asegura que la primera leche de pecho actúa como una vacuna contra las enfermedades.

LOCUTOR 2: Por eso, los niños amamantados tienen mayor protección contra las enfermedades.

LOCUTOR 1: El Ministerio de Salud quiere felicitar a todas las madres que amamantan a sus niños, porque, como los estudios nos muestran, la madre que pecho dá... es madre de verdad...

OPERADOR: SONIDO DE TELEGRAFO

LOCUTOR 3: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

2. BREAST: DONA CHELA

BREAST MILK

OPERATOR: Sound of a hen
Music cuts off. Remains in the background.

NEIGHBOR: Your little boy is really becoming a young man, Dona Chela. He's handsome, the little tyke.

CHELA: Sure, that's because I was always a milk-breast mother.

NEIGHBOR: (Surprised) Milk-breast mother. Aren't you confusing the term with a hairy-chest man.

CHELA: No, I say I am a milk-breast woman because I always knew it was the best nourishment I could give to my children.

NEIGHBOR: And why is it the best milk, Dona Chela?

CHELA: For a mountain of reasons, child. Because it is more nutritious. It prevents the child from becoming sick easily, and it helps him grow strong and healthy. All my children love me.

NEIGHBOR: Why wouldn't they, you were a milk-breast woman.

CHELA: Now, you are catching on.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

2- P E C H O : DOÑA CHELA

LECHE EN PECHO

OPERADOR:

SONIDO DE GALLINA

MUSICA CORTA. QUEDA DE FONDO

VECINA:

Ya es todo un hombre su hijo, Doña Chela. Y guapo el condenado!

CHELA:

Ah, es que yo siempre fui una mujer de leche en pecho!

VECINA:

(Sorprendida) De leche en pecho, Doña Chela? Se dice de pelo en pecho.

CHELA:

No, yo digo de leche en pecho porque siempre supe que era el mejor alimento que le podía dar a mis hijos.

VECINA:

Y porqué es la mejor leche, Doña Chela?

CHELA:

Por un montón de cosas, niña. Porque es más nutritiva, porque los cipotes no se enferman tan fácilmente, les ayuda a crecer sanos y fuertes. A mi, todos mis hijos me quieren.

VECINA:

Y como no, Doña Chela, si era usted una mujer de leche en pecho.

CHELA:

Eso mi 'ja, eso...

LOCUTOR:

POR UN PUEBLO SANO, TRABAJAMOS

MINISTERIO DE SALUD PUBLICA

1. B R E A S T

"CONGRATULATIONS"

MOTHER: Hello, Godmother. Congratulations.

GODMOTHER: Whatever for.

MOTHER: You haven't heard? The Ministry of Health is congratulating all the mothers that nurse their children because the children that are nursed grow more cheerful, vigorous, and wholesome.

GODMOTHER: That's true, my children never got sick while I was breast-feeding them.

MOTHER: For that you deserve congratulations for being a good mother.

GODMOTHER: And you, too. You always nursed your children.

OPERATOR: Happy music (trumpets)

ANNOUNCER: Honduran mothers, the Ministry of Public Health congratulates you for your efforts and worries in the care of your children. The mother who breastfeeds is a true mother.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

1- P E C H O
"FELICITACIONES"

MADRE: Hola, Comadre! Felicidades!

COMADRE: Cómo? Porqué?

MADRE: No ha escuchado? El Ministerio de Salud Pública está
felicitando a todas las madres que amamantan a su niño:
porque los niños amamantados se crían más alentados,
lozanos y saludables.

COMADRE: Es cierto, mis niños nunca se enfermaron mientras les
daba pecho.

MADRE: Por eso usted merece felicitaciones, por ser buena madre.

COMADRE: Y usted también. Usted siempre amamantaba sus niños.

OPERADOR: MUSICA ALEGRE DE ANUNCIOS (TROMPETAS)

LOCUTOR: Madres Hondureñas que amamantan a sus niños. El Minis-
terio de Salud Pública las felicita por sus esfuerzos y
preocupaciones en el cuidado de los niños.

 LA MADRE QUE PECHO DA...
 ES MADRE DE VERDAD!

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
 MINISTERIO DE SALUD PUBLICA

BREAST: DOCTOR SALUSTIANO

OPERATOR: Murmurs

MARIA: Doctor Salustiano, some of the women are saying that other milks are better than that of the mother. Is that true?

DOCTOR: No, Maria, that's foolishness. You know there's no better milk for children than the breast milk. The infant who is nursed grows more cheerful, vigorous, and healthy.

MARIA: Then canned milk isn't better?

DOCTOR: No, the mother's breast milk gives the surest and most nourishing milk. That's why you have to nurse your child the longest possible time.

ANNOUNCER: The mother who breast=feeds is a true mother.

MARIA: That's certain.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

PECHO: DOCTOR SALUSTIANO

OPERADOR: MURMULLOS

MARIA: Doctor Salustiano, algunas de las señoras andan diciendo que las otras leches son mejor que la de la madre, es verdad?

DOCTOR: No María, eso es una tontería. Usted sabe que no hay mejor leche para los niños que la leche de pecho. El tierno amamantado se cría más alentado, lozano y saludable.

MARIA: Entonces no es mejor la enlatada?

DOCTOR: No, el pecho de la madre da la leche más segura y la que más alimenta. Por eso hay que amamantar al niño el mayor tiempo posible.

LOCUTOR: LA MADRE QUE PECHO DA,
Es Madre de Verdad....

MARIA: Es cierto!

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

6. DEHYDRATION: DORA CHELA

"DON'T NEGLECT THAT CHILD"

OPERATOR: The cry of a child

LOCAL HEALER: My friend, don't neglect this child. Look at the diarrhea he has. Give him plenty of water to drink and liquids so he won't die from dehydration

MOTHER: Dehy...what, Dona Chela?

LOCAL HEALER: Dehydration, that's what you call it when the body loses vital liquids. That's why your son is so dried up and wrinkled. He's losing these liquids due to the diarrhea.

MOTHER: And do you think it's dangerous?

LOCAL HEALER: He could die

OPERATOR: A strike or a knock

ANNOUNCER: When your child has diarrhea, give him liquids so he doesn't die.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

6 - DESHIDRATACION: DOÑA CHELA

"NO DESCUIDE ESE NIÑO"

OPERADOR: LLANTO DEL NIÑO

CURANDERA: Comadre, no descuide a este niño! Mire la obradera que tiene. Dele de beber bastante agua y líquidos o se le va a morir de deshidratación.

MADRE: Desh...qué, Doña Chela?

CURANDERA: Deshidratación, así se dice cuando el cuerpo pierde los líquidos vitales. Por eso es que su hijo está tan chupadito. Está perdiendo estos líquidos debido a la diarrea.

MADRE: ¿Y cree que eso sea peligroso?

CURANDERA: Se le puede morir!

OPERADOR: GOLPE

LOCUTOR: Cuando su niño tiene obradera,
déle líquidos para que no muera.

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

DEHYDRATION: DR. SALUSTIANO

OPERATOR: Murmurs

MOTHER: Dr. Salustiano, I'm worried about my son. Look what the diarrhea has done to him. His skin is wrinkled, he's dried up, and has a sad look.

DOCTOR: Maria, what your son has is dehydration.

MARIA: Dehy....what, Dr. Salustiano?

DOCTOR: Dehydration

MOTHER: What is that?

DOCTOR: Dehydration occurs when the child's body loses the vital liquids that it needs to live.

MOTHER: Then this dehydration is dangerous?

DOCTOR: The child can die if you don't replace the liquids that he is losing.

OPERATOR: Break

ANNOUNCER: If your child has diarrhea, give him liquids so he doesn't die.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

DESHIDRATACION: DR. SALUSTIANO

OPERADOR: MURMULLOS

MADRE: Doctor Salustiano, me preocupa mi hijo. Mire como me lo tiene la diarrea. Con la piel arrugadita, chupadito y con la vista triste.

DOCTOR: María, lo que su niño tiene es deshidratación.

MARÍA: Deshi....qué, Doctor Salustiano?

DOCTOR: Deshidratación!

MADRE: Y éso que es?

DOCTOR: La deshidratación ocurre cuando el cuerpo del niño pierde los líquidos vitales que necesita para vivir.

MADRE: Entonces, es peligrosa esa deshidratación?

DOCTOR: El niño puede morir si usted no le repone los líquidos que está perdiendo.

OPERADOR: CORTINA

LOCUTOR: Si su niño tiene obradera,
dele líquidos para que no muera.

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

3. DEHYDRATION: LACK OF WATER

OPERATOR: Sound of rain in the background

ANNOUNCER 1: What makes us lose our crops?

OPERATOR: Sound of rain drops

ANNOUNCER 2: Lack of water

OPERATOR: Sound of rain in the background

ANNOUNCER 1: What makes our children get dried up and die when they have diarrhea?

OPERATOR: Sound of rain stops

ANNOUNCER 2: Lack of water

ANNOUNCER 1: If the cornfield loses water, the plant dies.
If the body loses water, the child dies.

ANNOUNCER 2: Dehydration, that is, the drought in our childrens' bodies that causes death.

ANNOUNCER 2: Parents, don't let your children die from the drought caused by diarrhea. Avoid letting their bodies lose the water that keeps them alive. Give them sufficient liquids when they have diarrhea.

ANNOUNCER 3: For a healthy people, we are working
Ministry of Public Health

3- DESHIDRATACION: LA FALTA DE AGUA

OPERADOR: SONIDO DE LLUVIA AL FONDO

LOCUTOR 1: ¿Qué es lo que hace que nuestras cosechas se pierdan?

OPERADOR: PARA EL SONIDO

LOCUTOR 2: La falta de agua.

OPERADOR: SONIDO DE LLUVIA AL FONDO

LOCUTOR 1: ¿Qué hace que nuestros niños tiernos se pongan chupaditos y mueran cuando tienen diarrea?

OPERADOR: PARA EL SONIDO

LOCUTOR 2: La falta de agua.

LOCUTOR 1: Si la milpa pierde el agua, se muere la planta.
Si el cuerpecito pierde el agua, se muere el niño.

LOCUTOR 2: La deshidratación o sea la sequía en los cuerpos de nuestros niños, causa la muerte.

LOCUTOR 2: Padres de Familia, no dejen que sus niños mueran de la sequía causada por la diarrea. Eviten que sus cuerpecitos pierdan el agua que los mantiene vivos. Deles a beber bastante líquidos cuando estén con diarrea.

LOCUTOR 3: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

NEWS BULLETIN
ORAL REHYDRATION ROOM

OPERATOR: Sound of a telegraph

ANNOUNCER 1: The Ministry of Public Health would like to inform the public of the new oral rehydration room that they have implemented in the Maternal Child Care Hospital. The initiating of this room makes Honduras one of the pioneers in the use of this technical advancement.

ANNOUNCER 1: Under the supervision of doctors and nurses specialized in oral rehydration, the mother replaces the liquids the child loses because of diarrhea.

ANNOUNCER 2: The personnel of the room wants to advice Honduran mothers that they can avoid having their children reach the sad state of dehydration by giving liquids to children when they have diarrhea.

OPERATOR: Sound of a telegraph

ANNOUNCER 3: For a healthy people, we are working
Ministry of Public Health

NOTE: This spot was vetoed by Project Coordinating Committee

NOTICIERO

SALA DE REHIDRATACION ORAL

OPERADOR: SONIDO DE TELEGRAFO

LOCUTOR 1: El Ministerio de Salud Pública quiere informar al público sobre la nueva Sala de Rehidratación Oral que han implementado en el Hospital Materno Infantil. El inicio de esta Sala hace que Honduras se sume a los pioneros en el uso de este adelanto técnico.

LOCUTOR 1: Bajo la supervisión de los médicos y enfermeras especializadas en la rehidratación, la madre repone los líquidos que el niño pierde con la diarrea.

LOCUTOR 2: El Personal de la Sala quiere avisar a las Madres Hondureñas que pueden evitar que sus niños lleguen al triste estado de la deshidratación dando líquidos a los niños cuando tienen diarrea.

OPERADOR: SONIDO DE TELEGRAFO

LOCUTOR 3: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

DEHYDRATION: NEWS BULLETIN

OPERATOR: Sound of a telegraph

ANNOUNCER 1: We know that the majority of childrens' deaths in Honduras are due to diarrhea. Very few know that it's not the diarrhea itself that kills them, but the dehydration produced by the diarrhea.

ANNOUNCER 2: Dehydration is the loss of the liquids, salts, and minerals necessary to live. The child with diarrhea loses these liquids. When the dehydration is very serious, the child dies.

ANNOUNCER 1: Each year, thousands of children across the nation die. from dehydration caused by diarrhea.

ANNOUNCER 2: You can prevent dehydration by giving the children plenty of liquids to drink when they have diarrhea.

OPERATOR: Sound of a telegraph

ANNOUNCER 3: For a healthy people, we are working
Ministry of Public Health

DESHIDRATACION: NOTICIERO

OPERADOR: SONIDO DE TELEGRAFO

LOCUTOR 1: Sabemos que la mayoría de niños que mueren en Honduras es debido a la diarrea. Muy pocos saben que no es la diarrea en sí lo que los mata, sino la deshidratación producida por la diarrea.

LOCUTOR 2: La deshidratación es la pérdida de los líquidos, sales y minerales necesarios para vivir. El niño con diarrea pierde estos líquidos. Cuando la deshidratación es muy fuerte, el niño muere.

LOCUTOR 1: Miles de niños desfallecen a lo largo de la nación todos los años por la deshidratación causada por la diarrea.

LOCUTOR 2: La deshidratación se puede prevenir dándole de beber líquidos a los niños cuando estén con diarrea.

OPERADOR: SONIDO DE TELEGRAFO

LOCUTOR 3: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

5. DEHYDRATION

OPERATOR: Sound of a strong waterfall mixed with the cry of a child suddenly it stops.

ANNOUNCER 1: Parents, don't let your child die from the diarrhea that takes away all the vital liquids from his body.

OPERATOR: Sound of the waterfall in the background....
If your child has diarrhea, give him liquids so he doesn't die.

ANNOUNCER 2: For a healthy people, we are working
Ministry of Public Health

5- DESHIDRATACION: MARIO ROLANDO

OPERADOR: SONIDOS DE UNA CASCADA FUERTE MEZCLADO CON EL LLANTO
DE UN NIÑO. DE REPENTE PARA...

LOCUTOR 1: Padres de Familia, no deje que su niño muera
de la diarrea perdiendo todos los líquidos
vitales de su cuerpo.

OPERADOR: SONIDOS DE LA CASCADA AL FONDO...
Si su niño tiene obradera,
dele líquidos para que no muera...

LOCUTOR 2: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

2. DEHYDRATION: DONA CHELA

"DRINK, MY LOVE"

OPERATOR: SOUND OF A CHILD DRINKING WATER

CHELA: Drink, my love, drink a little bit more...

NEIGHBOR: Good morning, Dona Chela, What are you doing?

CHELA: Charley has diarrhea and I'm giving him this whole bottle of water with rice.

NEIGHBOR: The whole bottle, why?

CHELA: Look at the liquids your little baby is losing through diarrhea. I have to replace them so he doesn't die.

OPERATOR: SOUND OF A CHILD DRINKING WATER

NEIGHBOR: Look how thirsty he is. He has already drunk almost the whole bottle.

ANNOUNCER: When your child has diarrhea, give him liquids so he doesn't die.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

2-DESHIDRATACION:DOÑA CHELA

"TOMA MI AMOR"

OPERADOR:

SONIDOS DE NIÑO TOMANDO AGUA

CHELA:

Tomá mi amor, tomá un poquitito más...

VECINA:

Buenos días, Doña Chela, qué estás haciendo?

CHELA:

Carlitos tiene diarrea y estoy dándole toda esta botella de agua con arroz.

VECINA:

Toda la botella...por qué?

CHELA:

Mirá los líquidos que el cipote está perdiendo con esa obradera. Tengo que reponerlos para que no se muera.

OPERADOR:

SONIDOS DE NIÑO TOMANDO AGUA

VECINA:

Mirá la sed que tiene. Ya se tomó casi toda la botella.

LOCUTOR:

Cuando su niño tiene obradera,
dele líquidos para que no muera.

LOCUTOR:

POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

1. DE-HY-DRA-TION

OPERATOR: Sound of a chicken; background music

MARIA: De-hy-dra-tion, dehydration

CONSUELO: My lord, Godmother, what has happened to you? Are you talking to yourself?

MARIA: Good morning, Dona Consuelo. I'm practicing a new word that I've just heard on the radio, dehydration.

CONSUELO: What's that?

MARIA: It's what we already know. Children with diarrhea lose a lot of liquid, and therefore they grasp for drinks of water. If we don't give the child water to replace the liquids, he/she is losing, and the child will die.

CONSUELO: And what's it called, dehy....what?

MARIA: Dehydration, Consuelo.

As they say on the radio, if your child has diarrhea, give him liquids so he doesn't die.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

/- DES-HI-DRA-TA-CION

OPERADOR: SONIDO DE GALLO, MUSICA DE FONDO

MARIA: Des-hi-dra-ta-ción, deshidratación.

CONSUELO: Por Dios Comadare, qué le pasa? Está hablando sola?

MARIA: Buenos días, Doña Consuelo, es que estoy practicando una palabra nueva que acabo de escuchar por la radio, deshidratación.

CONSUELO: Y qué es eso?

MARIA: Es lo que ya sabemos. Los niños con diarrea pierden muchos líquidos y por eso les agarra bebera de agua. Si no le damos agua para reponer los líquidos que está perdiendo, el niño muere.

CONSUELO: Y eso se llama deshi....qué?

MARIA: Deshidratación, Consuelo.

Como dicen en la radio,
Si su niño tiene obradera,
dele líquidos para que no muera.

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

4. DEHYDRATION IN THE SCHOOL

OPERATOR: SOUND OF STUDENTS' UPROAR

TEACHER: Good morning, children

STUDENTS: Good morning, teacher

TEACHER: Let's see, what's today's lesson?

STUDENTS: Dehydration

TEACHER: And what causes dehydration?

STUDENTS: Diarrhea

TEACHER: And why does diarrhea cause dehydration?

STUDENTS: Diarrhea is deadly because it takes away the vital liquids. This is called dehydration which kills children by the hundreds.

TEACHER: Very good children. Then, what do we have to do?

STUDENTS: When the child has diarrhea, give him liquids so he doesn't die.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

4. DESHIDRATACION EN LA ESCUELA

OPERADOR: SONIDO DE BULLA DE ESTUDIANTES

PROFESOR: ¡Buenos días, Niños!

ESTUDIANTES: ¡Buenos días, Profesor!

PROFESOR: A ver, cuál es la lección de hoy?

ESTUDIANTES: LA DESHIDRATACION!

PROFESOR: ¿Y qué causa la deshidratación?

ESTUDIANTES: La diarrea!

PROFESOR: ¿Y porqué la diarrea dá deshidratación?

ESTUDIANTES: Las diarreas son mortales
porque sacan los líquidos vitales.
Eso se llama, deshidratación,
la que mata a los niños por montón.

PROFESOR: ¡Muy bien, niños! Entonces, qué debemos hacer?

ESTUDIANTES: Cuando el niño tiene obradera
déle líquidos para que no muera...

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

4. DONA CHELA: WORMS

MOTHER: Oh, Dona Chela. You, who have treated so many of these afflictions, what's wrong with my Andrew? He defecates all the time, sleeps with his eyes open, etc.

CHELA: What's wrong is that he has all the worms stirred up. He must be filled up. The poor little guy and all because of this filth.

MOTHER: Ah?

CHELA: Yes, filth does increase the worms, and when there are many of them in the bag, they get stirred up.

MOTHER: But what can I do?

CHELA: Boil water for the children and reheat all your meals. Then the worms will stay in their bag.

OPERATOR: Cut

ANNOUNCER: Mothers, filth is good for the worms, but dangerous for the children.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

4 - DOÑA CHELA: LOMBRICES

MADRE: Ay Doña Chela! Usted que ha tratado tanto de estos males, qué tiene mi Andrecito? Ensucia ralito, duerme con los ojos pelados y le rechinan los dientes....

CHELA: Pues... tiene revueltas las lombrices! Debe estar cundido el pobrecito! Y todo por la suciedad!

MADRE: Ah...?

CHELA: Si, la suciedad aumenta las lombrices y cuando hay muchas en la bolsa, se revuelven...

MADRE: Pero qué puedo hacer?

CHELA: Hervir el agua de los niños y recalentar todas sus comiditas. Así las lombrices quedarán en la bolsa.

OPERADOR: CORTE

LOCUTOR: Madres, la suciedad es buena para las lombrices, pero es peligrosa para los niños...

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

1. WORMS

WORMFRED/WORMO

ANNOUNCER: What occurs in the stomach of a sick child?

OPERATOR: (Sound of stomach noises)

WORMO: Wormfred, how good it is to see you.

WORMFRED: Wormo, I didn't think we'd meet again.
How you have grown.

WORMO: Yes, And the same with you.

WORMFRED: It's because this child feeds us so well with the filth he eats.

WORMO: Yes, he drinks water without boiling it...ha-ha-ha... and he
eats food that makes him chokes...ho-ho-ho.... That's why
we are so prosperous.

WORMFRED: Yes, Wormo. But now there are so many of us here in the
"pouch" that many have had to leave to look for food somewhere
else.

WORMO: Yes. Ha-ha-ha. Now the child sleeps with his eyes all washed
out and wakes up all the time. (Machiavelliam) His
end will arrive soon. Ha-ha.

OPERATOR: Cry of despair.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health.

/ - LOMBRICES

LOMBRICIO/LOMBROLFO

LOCUTOR: Qué sucede en el estómago de un niño enfermo?

OPERADOR: Efecto de estómago convulsionado...

LOMBROLFO: Lombricio, que gusto de verte!

LOMBRICIO: Lombrolfo! No creí que nos volveríamos a encontrar!
Como has crecido!...

LOMBROLFO: ¡ Sí ! Y lo mismo vos...

LOMBRICIO: Es que este niño nos alimenta tan bien con la suciedad
que come...

LOMBROLFO: Sí, toma agua sin hervir...JA-JA-JA y las comidas mal
cocidas que se atora...JE-JE-JE. Por eso hemos prospe-
rado tanto...

LOMBRICIO: Si, Lombrolfo! Pero ahora somos tantos en la "bolsa"
que muchas han tenido que salir para buscar comida afuera.

LOMBROLFO: Si! JE-JE-JE- Ya el niño duerme con los ojos pelados y
se despierta como loco. (Maquiavélico) PRONTO LLEGARA
SU FIN...! JE-JE..

OPERADOR: Llanto desesperado...

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA.

3. I N S E C T S

FINALLY

MOTHER: (Humming a song) Finally....finally,
he finishes them off.

NEIGHBOR: But woman, what are you talking about?

MOTHER: About those wretches that are trying to kill my small one.

NEIGHBOR: Are you referring to that women's kids?

MOTHER: No, I am referring to the tiny germs to those tiny things that,
although you can't see them, you can see their effects.

NEIGHBOR: Their effects?

MOTHER: Yes, Diarrhea, Dysentery...They can even cause death.

NEIGHBOR: How can you fight them?

NEIGHBOR: It's very simple. By washing your hands, reheating all food,
and boiling water for the children. And if you follow this
to the letter, you will be as happy as I. (Humming a song)

3 - B I Ç H O S

"HASTA QUE AL FIN"

- MADRE: (Tarareando una canción)... Al fin... hasta que al fin acabé con ellos...
- VECINA: Pero mujer... De qué estás hablando?
- MADRE: De esos condenados que están tratando de matar a mi pequeño...
- VECINA: Vos te referís a los hijos de fulana...?
- MADRE: No, hombre, yo me refiero a los bichos... a esos animalitos que aunque no se miran, se pueden ver los efectos.
- VECINA: Los efectos?
- MADRE: Sí! La diarrea, la disentería...hasta la muerte puede causar.
- VECINA: Y cómo hacés para acabar con ellos?
- MADRE: Muy sencillo. Lavándose las manos, calentando de nuevo todas las comiditas y poniendo a hervir agua para los niños. Y si vos seguís esto al pie de la letra, también estarás como yo de feliz... (tarareando una canción).

2. GERMS IN THE SCHOOL

OPERATOR: Footsteps of students entering a classroom

STUDENTS: Good morning, teacher.

TEACHER: Good morning, children. Well now, what is today's lesson?

STUDENTS: Tiny insects

PROFESSOR: Right. O.K., who will tell me what tiny germs are?

STUDENTS: These germs are so tiny
that we can't even see them,
but they attack by day, and
they attack by night.
They attack so severely,
that they cause diarrhea or dysentery,
until they even cause death.

PROFESSOR: Very good. Very good. And how
do we fight these germs?

STUDENTS: By boiling the water we drink;
washing our hands before eating;
and if the food is cold, please
warm or heat them up.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

2. BICHOS EN LA ESCUELA

OPERADOR: PASOS DE ALUMNOS ENTRANDO AL AULA

ALUMNOS: ¡Buenos días, profesor!

PROFESOR: ¡Buenos Días, Niños! ...Vamos a ver,
cuál es la lección de este día?

ALUMNOS: ¡Los Bichos!

PROFESOR: ¡Correcto! ... A ver, ¿quién me dice
que son los bichos?

ALUMNOS: Los bichos son tan pequeñitos
que ni verlos podemos,
pero atacan de día,
atacan de noche,
atacan tan fuerte,
que causan diarrea o disentería,
y hasta la muerte darían...

PROFESOR: ¡Muy bien! ... ¡Muy bien! ... ¿Y cómo
se combaten estos bichos?

ALUMNOS: Hervamos el agua de beber,
lavemos las manos antes de comer,
y si fría la comida está, mamá
por favor, póngale al calor.

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

1. INFANT/CARES

I LOVE YOU, MOM

OPERATOR: Child's cry

MOTHER: (With affection) What's the matter, my love?
Come to your mother. Oh, don't cry
my dear....you're O.K., here.

OPERATOR: MUSIC

ANNOUNCER: Mother, your children
under two years old need
more attention.

ANNOUNCER: The young children are weaker.

ANNOUNCER: The young children are more delicate
Give them more care.

OPERATOR: (A child laughing) I love you, Mom. (Music)

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

/ - TIERNO/CUIDADOS

'MAMA TE QUIERO'

- OPERADOR: LLANTO DEL NIÑO
- MADRE: (Con cariño) ¿Qué te pasa mi amor?
¡Vení a tu mami! Ay, no llorés
mi corazón... ¡Aquí estás bien!
- OPERADOR: MUSICA
- LOCUTOR : Madre, sus niños menores
de dos años necesitan
más atención.
- LOCUTOR : ¡Los niños tiernos son más débiles!
- LOCUTOR : Los niños tiernos son más delicados,
deles más cuidados...
- OPERADOR: (Niño riendo) ¡Mamá, te quiero! (Música)
- LOCUTOR : POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

3. INFANT/CARES

THERE IS NOTHING SO HEALTHY

OPERATOR: A Child's Laughter

MOTHER: There is nothing as healthy and beautiful as the smile
of a youngster when he's happy.

OPERATOR: A child's cry

MOTHER: Nor anything as sad and painful as his cry when
he is sick.

OPERATOR: Rapid break

ANNOUNCER 1: Mother, the laughing and crying of your child depends on
you. Give them more attention when they need it most.

ANNOUNCER 2: The child under two years is more fragile. He needs more
attention.

ANNOUNCER 1: The infant is more delicate; give him more care.

OPERATOR: Music. Laughter of child and mother

ANNOUNCER 1: And enjoy the laughter...together

ANNOUNCER 3: For a healthy people, we are working
Ministry of Public Health

3- TIERNO/CUIDADOS

"NO HAY NADA TAN SANO"

OPERADOR: RISA DE NIÑO

MADRE: "No hay nada tan sano y hermoso como la sonrisa de un
tierno cuando está alegre".

OPERADOR: LLANTO DE NIÑO

MADRE: "Ni nada tan triste y doloroso como su llanto cuando
está enfermo".

OPERADOR: CORTINA RAPIDA

LOCUTOR 1: Madre, la risa y el llanto de su niño depende de usted.
Deles más cuidados cuando más lo necesiten.

LOCUTOR 2: El niño menor de 2 años es más débil. Necesita más
atención.

LOCUTOR 1: El niño tierno es más delicado, dele más cuidados.

OPERADOR: MUSICA, RISA DE NIÑO Y MADRE

LOCUTOR 1: Y disfrutar de la risa...juntos.

LOCUTOR 3: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICA

2. INFANT/CARES

WHO LAUGHS

OPERATOR: The laughter of mother and child.

ANNOUNCER: Who laughs from the smile of a young child? The mother.

OPERATOR: Child's cry

ANNOUNCER: Where is the heart that cries with the crying of a child?
In the mother

OPERATOR: Happy break music

ANNOUNCER: Mother, the laughing and crying of your child depends on you.
Give more care to your children when they are weaker.

ANNOUNCER: The child under two years is the weakest. He needs more
attention.

ANNOUNCER: The young children are more delicate, give them more care.

OPERATOR: Music and the laughter of a mother and child.

ANNOUNCER: And enjoy the laughter...together.

OPERATOR: For a healthy people, we are working
Ministry of Public Health

2- TIERNOS/CUIDADOS

"QUIEN RIE"

OPERADOR: RISA DE MADRE Y NIÑO

LOCUTOR: Quién ríe con la sonrisa de un niño tierno? Su madre.

OPERADOR: LLANTO DE NIÑO

LOCUTOR: Dónde está el corazón que llora con el llanto de un niño?
En la madre.

OPERADOR: CORTINA ALEGRE

LOCUTOR: Madre, la risa y el llanto de su hijo depende de usted.
Dele más cuidado a sus niños cuando son más débiles.

LOCUTOR: El niño menor de dos años es más débil. Necesita más
atención.

LOCUTOR: Los niños tiernos son más delicados, deles más cuidados.

OPERADOR: MUSICA Y RISAS DE MADRE Y NIÑO

LOCUTOR: Y disfruten de la risa,,,juntos...

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS

MINISTERIO DE SALUD PUBLICA

INFANT/CARES

DR. SALUSTIANO

OPERATOR: Music of radio-novel in the background

MOTHER: (Crying) Oh, Dr. Salustiano, my poor child has died.
He couldn't fight the sickness.

DOCTOR: You're right, Mama, but your infant wouldn't have died if
you had given him more care.
I don't understand, my husband, and the other children
also had diarrhea and they were cured easily.

DOCTOR: Yes, but they are older; they are more resistant.
The young children are different. They are so weak, so
defenseless that they can't protect themselves against
sickness.

MOTHER: Oh, Lord. You are right, Doctor. (That makes sense, Doctor)

OPERATOR: Dramatic knock (Strike)

ANNOUNCER: Young children are more tender.
Give them more care.

ANNOUNCER: For a healthy people, we are working
Ministry of Public Health

TIERNOS/CUIDADO

DR. SALUSTIANO

OPERADOR: MUSICA DE RADIONOVELA AL FONDO

MADRE: (LLORA) Ay Doctor Salustiano, mi pobre niño se murió!
No pudo resistir la enfermedad.

DOCTOR: Tiene razón Señora, pero su tierno no hubiera muerto si
se le hubiera dado más cuidados.

MADRE: No entiendo, a mi esposo y a los demás niños también les
dió diarrea y ellos se curaron fácil.

DOCTOR: Si, pero ellos tienen más edad, son más resistentes.
Los tiernos son diferentes. Ellos son tan débiles, tan
indefensos que no pueden protegerse solos de las
enfermedades.

MADRE: Ay Dios! Tiene usted razón, Doctor.

OPERADOR: GOLPE DRAMATICO

LOCUTOR: Los niños tiernos son más delicados,
deles más cuidados....

LOCUTOR: POR UN PUEBLO SANO, TRABAJAMOS
MINISTERIO DE SALUD PUBLICO

MASS MEDIA & HEALTH PRACTICES

PROJECT IMPLEMENTATION

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PHASE II
RADIO SCRIPTS
HONDURAS

ACEPTACION

INTRODUCCION DE LA CAMPAÑA

DR. SALUSTIANO: Soy el Dr. Salustiano del Ministerio de Salud. Me preocupan nuestros niños. En esta época de lluvia la deshidratación causada por la diarrea, los puede matar en poco tiempo.

Para evitar que muchos niños mueran, estamos distribuyendo LITROSOL en las aldeas de El Paraíso y Fco. Morazán.

LITROSOL es el mejor tratamiento para la deshidratación.

Se llama así porque se mezcla en un LITRO de agua, LITROSOL trae sus instrucciones completas Pruebe con confianza LITROSOL...

LOCUTOR: Escuche al Dr. Salustiano por esta emisora aconsejando....

SECOND PHASE: PRODUCT ACCEPTANCE.

INTRODUCTION TO THE CAMPAIGN

DR. SALUSTIANO : I am Dr. Salustiano from the Ministry of Health. I worried about our children. During this rainy season dehydration, caused by diarrhea can kill these children in a very short time.

To keep many of these children from dying, we are distributing LITROSOL in the communities around El Paraiso and Francisco Morazan.

LITROSOL is the very best treatment for dehydration.

It is called LITROSOL because you mix it in a LITRE of water. All the instructions you need are on the packet. You can trust LITROSOL.

LOCUTOR: Listen to Dr. Salustiano's advice on this radio station.

ACEPTACION
NO PARA LA DIARREA

OPERADOR: MUSICA
"LITROSOL ES LA SALVACION
DE LA DESHIDRATAACION"

MARIA: Comadre, oigamos al Dr. Salustiano...

DR.SALUSTIANO: La diarrea deshidrata al tierno o sea que pierde
sus líquidos vitales.
LITROSOL se hizo para reponer esos líquidos vitales.
Que su hijo no muera de la deshidratación, déle
LITROSOL con confianza, aunque siga la diarrea.

LOCUTOR 1: La madre que quiere a su tierno con todo su corazón,
usa LITROSOL...El paquete le dá la instrucción.

LOCUTOR: El Ministerio de Salud le ofrece LITROSOL en las
aldeas de El Paraíso y Fco.Morazán donde vea la
bandera del corazón.

SECOND PHASE: PRODUCT ACCEPTANCE: LITROSOL DOESN'T STOP DIARRHEA

OPERATOR: MUSICAL THEME: "LITROSOL, THE SALVATION FROM DEHYDRATION..."

MARIA: Friends, let's listen to Dr. Salustiano.

DR. SALUSTIANO: Diarrhea dehydrates your child or in other words it makes your child lose his vital liquids. To make sure that your child doesn't die of dehydration, give him LITROSOL, even though the diarrhea continues.

ANNOUNCER 1: The mother who cares about her child with all her heart uses LITROSOL...The packet gives her all the instructions.

ANNOUNCER 2 The Ministry of Health is distributing LITROSOL in the counties of El Paraíso and Francisco Morazán wherever you see the flag with the heart on it.

ACEPTACION

LITROSOL DEVUELVE EL ANIMO Y APETITO

OPERADOR: MUSICA
"LITROSOL ES LA SALVACION
DE LA DESHIDRATACION"

COMADRE: Comad, e
¿María, cómo está el tierno con diarrea?

MARIA: Mucho mejor, como dijo el Dr. Salustiano, ya
tiene ánimo y hasta quiere comer...

COMADRE: Y qué le devolvió el ánimo y el apetito?

MARIA: LITROSOL, Comadre, LITROSOL le devolvió la alegría,
ya se vé la mejoría....

LOCUTOR 1: La madre que quiere su tierno con todo su
corazón, usa LITROSOL...el paquete le dá la instrucción.

LOCUTOR 2: El Ministerio de Salud le ofrece LITROSOL en
las aldeas de El Paraíso y Fco. Morazán donde vea la
bandera del corazón...

SECOND PHASE: PRODUCT ACCEPTANCE: LITROSOL RETURNS APPETITE AND ACTIVITY
TO CHILDREN WITH DIARRHEA

OPERATOR: MUSICAL THEME "LITROSOL, THE SALVATION FROM DEHYDRATION..."

ANTONIA: How's your baby's diarrhea, María?

MARIA: Much better! He's much more active and he's even hungry just like Dr. Salustiano said he would be.

ANTONIA: Really! What returned his activity and appetite?

MARIA: LITROSOL my friend! LITROSOL returned my happiness because I can see my baby's improvement! (Rhymes in Spanish)

ANNOUNCER 1: The mother who loves her child with all her heart uses LITROSOL...The packet gives her all the instructions.

ANNOUNCER 2: The Ministry of Health is distributing LITROSOL in the counties of El Paraíso and Francisco Morazán wherever you see the flag with the heart on it.

DIAGNOSIS

OPERADOR: MUSICA: "LITROSOL ES LA SALVACION
DE LA DESHIDRATACION"

MARIA: Dr. Salustiano, cuándo le doy LITROSOL al tierno?

DR.SALUSTIANO: Cada vez que tenga diarrea!

MARIA: Por qué, Doctor?

DR.SALUSTIANO: Porque el tierno puede morir de deshidratación
en pocas horas. El tierno es más delicado, dele
más cuidado. Déle LITROSOL cada vez que tenga
diarrea.

LOCUTOR: La madre que quiere a su tierno con todo su corazón
usa LITROSOL...el paquete le dá la instrucción.

LOCUTOR 2: El Ministerio de Salud le ofrece LITROSOL en las
aldeas de El Paraíso y Fco. Morazán donde vea la
bandera del corazón.

SECOND PHASE: DIAGNOSIS: WHEN TO GIVE LITROSOL

OPERATOR: MUSICAL THEME: "LITROSOL, THE SALVATION FROM DEHYDRATION..."

MARIA: Dr. Salustiano, when should I give LITROSOL to my baby?

DR.SALUSTIANO: Every time he has diarrhea!

MARIA: Why, Doctor?

DR.SALUSTIANO: Because infants can die from dehydration in only hours. Your infant is more delicate, give him special care! (Rhymes in Spanish). Give him LITROSOL every time he has diarrhea.

ANNOUNCER 1: The mother who cares about her child with all her heart, uses LITROSOL. The package gives her all the instructions. (Rhymes).

ANNOUNCER 2: The Ministry of Health is distributing LITROSOL in the counties of El Paraíso and Francisco Morazán wherever you see the flag with the heart on it.

TRES BOTELLAS HACEN UN LITRO

OPERADOR:

MUSICA
"LITROSOL ES LA SALVACION
DE LA DESHIDRATACION"

MARIA:

Sin litro no se puede hacer el LITROSOL!

PANCHO:

En el radio el Dr. Salustiano dijo que tres
botellas de fresco hacen un litro.

OPERADOR:

SONIDO DE MEZCLA DEL SOBRE.

MARIA:

A ver, lleno de agua esta botella de fresco
tres veces y echo el agua en un traste. Echo
el sobre y después revuelvo. Que fácil!

LOCUTOR 1:

La madre que quiere a su tierno con todo su
corazón usa LITROSOL...el paquete le dá la instrucción.

LOCUTOR 2:

El Ministerio de Salud le ofrece LITROSOL en
las aldeas de El Paraíso y Fco.Morazán donde vea
la bandera del corazón.

SECOND PHASE: PREPARATION: THREE BOTTLES MAKES A LITER

OPERATOR: MUSICAL THEME: "LITROSOL, THE SALVATION FROM DEHYDRATION..."

MARIA: I can't make LITROSOL if I don't have a liter!

PANCHO: Dr. Salustiano says on the radio that three soft drink bottles of water is the same as a liter!

OPERATOR: SOUND OF MOTHER MIXING.

MARIA: Let's see, I fill this soft drink bottle with water three times and I put the water in this pan. I empty in the packet and I mix it. How simple!

ANNOUNCER 1: The mother who loves her child with all her heart uses LITROSOL. The package gives her all the instructions. (Rhymes in Spanish).

ANNOUNCER 2: The Ministry of Health is distributing LITROSOL in the counties of El Paraíso and Francisco Morazán wherever you see the flag with the heart on it.

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PHASE III

RADIO SCRIPTS

HONDURAS

ALIMENTACION

OPERADOR: SONIDO DE IDENTIFICACION

LOCUTOR: BIENVENIDAS MADRES a la Consulta para Todos,
donde los que viven lejos oyen el consejo a tiempo.

OPERADOR: NOTA MUSICAL

LOCUTOR: Dr. Salustiano una madre de La Concepción pregunta...

VOZ MADRE: Es verdad que tengo que darle pecho al tierno cuando
tiene diarrea?

DR.SALUSTIANO Sí señora, no hay que quitarle el pecho al tierno
cuando tiene diarrea porque se le desnutre. La leche
de pecho lo recupera. Siempre dele pecho a su
tierno con diarrea.

LOCUTOR: Una madre de la Aldea del Naranjo pregunta....

MADRE: Se le puede dar comida al niño con diarrea, Doctor?

DR.SALUSTIANO: Si Señora!
Dele comida suave, después de haberla suspendido
durante un tiempo. La comida suave no le hace daño,
más bien lo fortalece.

Recuerde Señora: cuando hay diarrea dele pecho, siempre;
y dele comidita suave después de un tiempo.

LOCUTOR: La Consulta para Todos, un servicio del Ministerio de
Salud.

THIRD PHASE: FEEDING DURING DIARRHEA EPISODES

OPERATOR: PROGRAM SIGNATURE

ANNOUNCER: Welcome mothers to the "Clinic for All" where those who live far away can hear medical advice on time.

OPERATOR: SIGNATURE

ANNOUNCER: Dr. Salustiano, a mother from La Concepción asks:

VOICE OF RURAL MOTHER: Is it true that I can breastfeed when my baby when he has diarrhea?

DR. SALUSTIANO: Absolutely. Don't stop breastfeeding your baby because he'll become malnourished. Breastmilk helps him to recuperate. Always breastfeed your baby when he has diarrhea.

ANNOUNCER: A mother from the village of Naranjo asks:

VOICE OF A RURAL MOTHER: Can I feed my child when he has diarrhea, Doctor?

DR. SALUSTIANO: Of course! Give him soft foods after suspending all food for one meal. Soft foods don't hurt him, they actually help strengthen him.
Remember mothers, when your child has diarrhea always continue breastfeeding and give soft foods after suspending all food for one meal.

ANNOUNCER: The "Clinic for All", a service of the Ministry of Health.

SEGUIR LAS INSTRUCCIONES

OPERADOR: TEMA MUSICAL: LITROSOL, la salvación de la deshidratación!

MADRE 1: Ay Comadre, mi tierno tiene diarrea y se me olvidó cómo usar LITROSOL. Si no sigo todas las instrucciones no le va a llegar...!!!

MADRE 2: No se preocupe! La bolsita donde vienen los sobresitos trae toda la instrucción en figuras.

MADRE 1: Pero yo no sé leer!

MADRE 2: Pues busquemos a mi vecina para que nos ayude a leer la bolsita...

DR.SALUSTIANO: Madre, si quiere que LITROSOL le llegue a su niño, siga todas las instrucciones que trae la bolsita donde viene LITROSOL.

THIRD PHASE

FOLLOW THE INSTRUCTIONS ON THE PACKET OF LITROSOL

OPERATOR: MUSICAL THEME: "LITROSOL, THE SALVATION FROM DEHYDRATION!!!"

MOTHER 1: Oh Godmother, my baby has diarrhea and I've forgotten how to use LITROSOL. If I don't follow all of the instructions, it won't be effective!

MOTHER 2: Don't worry, the bag in which the packets come gives all of the instructions.

MOTHER 1: But I don't know how to read!

MOTHER 2: Well, let's go look for my neighbor to help us read it then!

DR.SALUSTIANO: Mothers, If you want LITROSOL to be effective for your child, follow all of the instructions on the bag in which the packets come.

TESTIMONIO - ANIMO - APETITO

OPERADOR: TEMA MUSICAL LITROSOL, LA SALVACION DE LA DESHI-
DRATACION....

LOCUTOR: LITROSOL da ánimo y apetito al niño con diarrea.
Escuche a una madre que usó LITROSOL.

MADRE: TESTIMONIO DE LA MADRE.

LOCUTOR: La voz de la experiencia muestra que LITROSOL da
ánimo y apetito al niño con diarrea. Prúbelo con
confianza!

THIRD PHASE: PRODUCT ACCEPTANCE

TESTIMONIALS THAT LITROSOL RETURNS ACTIVITY AND APPETITE TO CHILDREN WHEN
THEY HAVE DIARRHEA

OPERATOR: MUSICAL THEME: "LITROSOL, THE SALVATION FROM DEHYDRATION!!!"

ANNOUNCER: LITROSOL returns activity and appetite to children
when they have diarrhea. Listen to a mother who
used LITROSOL.

VOICE OF ACTUAL
MOTHER FROM RURAL
VILLAGE:

SPEAKS OF HER EXPERIENCE. EXAMPLES:

EXAMPLE 1:

I thought that child was going to die from diarrhea.
He didn't want to eat a thing, he was skinny as a
scarecrow. I gave him LITROSOL and he began eating
everything in sight! An even now, the child eats
and eats....

EXAMPLE 2:

My child had diarrhea. He was completely without
appetite. He just didn't want a thing! So I gave
him LITROSOL. I saw the improvement. His appetite
returned, he began to play again. I could really
see that he was better!

ANNOUNCER: The voice of experience shows that LITROSOL returns
activity and appetite to children when they have
diarrhea. Try it!

CANCION PECHO

CANTADO:

Mamá

el pequeñín que golpeaba su vientre,
por fin llegó.

Sus ojitos cerrados ahora la miran
y le sonríe.

Sus manitas aún sin fuerza, mamá
le aprietan.

El que es tan pequeñito
de usted depende para crecer, mamá.

Cuide de su hijo al nacer,
dele su pecho para crecer
dele a su hijo el vigor
que solo en su pecho puede hallar, mamá....

HABLADO:

DR. SALUSTIANO:

Madre, no quite el pecho al tierno cuando tenga
diarrea. El niño que no come se desnutre y se enferma
más. La leche de pecho es el mejor alimento y no le
hace daño. SIEMPRE dele pecho al tierno cuando tenga
diarrea. Recuerde, la madre que siempre pecho da....
es madre de verdad!

LOCUTOR:

POR UN PUEBLO SANO TRABAJAMOS, MINISTERIO DE SALUD
PUBLICA.

SONG; BREAST

Mother,
that little one who kicked your tummy
has finally arrived.
His little eyes are now looking at you and
smiling...

His little hands, still have no strength, Mother,
but they squeeze anyway
He, that is so tiny,
depends on you to grow, Mother.

Care for your child from the moment he's born
Give him your breast so he will grow
Give him the vigor
that only your breast can give, Mother.

SPOKEN

DR. SALUSTIANO:

Mother, don't stop breastfeeding when your infant
has diarrhea. The child who doesn't eat becomes
malnourished and becomes ill more often. Breastmilk
is the best food, it can't harm him. ALWAYS
breastfeed when your infant has diarrhea!
Remember: THE MOTHER WHO ALWAYS BREASTFEEDS,
IS A TRUE MOTHER... (Rhymes in Spanish)

ANNOUNCER:

We work for a healthy people, Ministry of Health.