

Television can sell products, personalities and ideas.

Can it sell good health practices? AMA believes it can. So does the television industry, which is cooperating by broadcasting one-minute public service messages on the subject.

Produced and distributed monthly by AMA, the health announcements are used regularly by more than 600 television stations from coast to coast. Many stations use them as often as 90 times a month.

Purpose of the messages is to

stimulate awareness of how to stay well by protecting one's own health and safety. These spot announcements are designed to relieve fear, reinforce good health practices and discourage abuses. Subjects range from the selection of a proper babysitter to drug abuse or the measles vaccine.

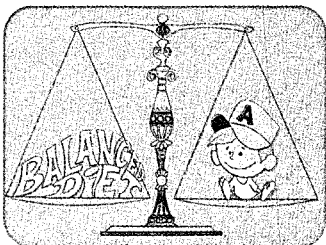
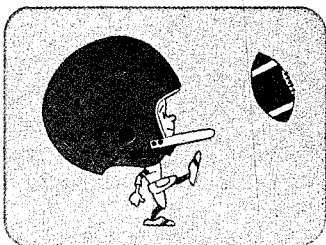
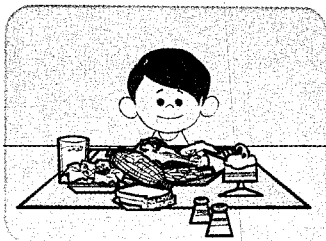
The messages are animated to be more attention-getting for adults and more easily understandable for children.

The most successful single announcement, in terms of exposure,

has been one titled *Faith*. It urges viewers to "Let the faith that sustains you grow strong," and reminds them that "Faith, too, is a physician, with whose help you need never fear." Since its production in 1963, *Faith* has been seen by 50,000,000 people.

Certain messages are being expanded to five minutes for use on children's programs. The first, *Your Body*, has been seen across the country on such programs as "Romper Room." A second, *Your Friend the Doctor*, now is being distributed.

SERVING THE PUBLIC VIA TV



An AMA announcement for children's television programs shows importance of a balanced meal.