

“MERCK FOR MOTHERS” LAUNCH VIDEO – FINAL REVISED SCRIPT 3/7/12

TEXT ON SCREEN: **This is the sound of a Sierra Leone village in mourning. They’ve just lost one of their young mothers during childbirth.**

AUDIO: From Time Video “Dying to Give Birth” 3:30-3:51 – sound of villagers weeping and crying over the death of Mamma Sessay.

VISUALS: Starts on Black screen with white text. Transitions to slow moves on powerful stills from Mamma Sessay’s story – licensed from Lynsey/VII

TEXT ON SCREEN: **Who will take care of the twins? Who will take care of them?**

AUDIO: From Time Video “Dying to Give Birth” 2:34 – sound of Amanata, victim’s sister weeping/exclaiming

VISUALS: Continuation of slow moves on impactful stills from Mamma Sessay’s story

TEXT ON SCREEN: **1,000 women die every day during pregnancy or childbirth.**

The word “every day” appears first and lingers for a beat after quote fades

AUDIO: Indignous, emotional music track plays in background

VISUALS: Slow moves on stills montage with text graphic overlay / different images outside of Sessay’s story – images of women in crisis and family members reacting to losing their loved ones

Mothers Day Every Day Organization: The Campaign for Healthy Moms and Newborns, "Global Maternal Mortality Fact Sheet" as found in... "Trends in maternal mortality: 1990 to 2008." Estimates developed by WHO, UNICEF, UNFPA and The World Bank. World Health Organization, Geneva 2010.

<http://www.who.int/reproductivehealth/publications/monitoring/9789241500265/en/index.html>

TEXT ON SCREEN: **Maternal mortality leads to over 1 million motherless children each year throughout the world.**

The word “million” appears first and lingers for a beat after quote fades

AUDIO: Music continues

VISUALS: Slow moves on images of newborns

UN Department of Public Information – DPI/2517 K – September 2008, "End Poverty 2015: Millenium Development Goals" Fact Sheet. http://www.un.org/millenniumgoals/pdf/MDG_FS_5_EN_new.pdf

TEXT ON SCREEN: - The word **“NOT ENOUGH”** appears in large font at the top of the screen – white text over black. Underneath it, individual phrases in smaller font fade in and out under the words “NOT ENOUGH” / supporting sound effects for impact: **roads / transportation / blood banks / medical tools / trained healthcare workers / awareness / medications / health facilities**

Music Transition

Ken Frazier, Chairman, President & CEO, Merck

If nothing is done, 3 million women will die in the next decade. We simply cannot stand by and let that happen.

Frances on camera / Cut to images supporting her description

Frances Day-Stirk, President, International Confederation of Midwives

If you live in the West, you cannot conceive what it’s like to be a pregnant woman who lives in a remote area with no access to a health care professional, no access to any health care facilities at all, but that’s the reality for millions of women throughout the world.

Michael Rosenblatt, M.D., Executive VP & Chief Medical Officer, Merck

Show Michael on camera / Cut to Map from Presentation / Use Text On Screen with US Factoid

Now you might think that in the 21st century, maternal mortality would be limited to the developing world. Unfortunately, that’s not right. No geography is spared.

TEXT ON SCREEN / APPEARS OVER MAP GRAPHIC: **Since 1990, the maternal death rate in the US has almost DOUBLED.**
The word "DOUBLED" appears first and lingers for a beat after quote fades. Cut to developed world waiting room shot.
"Trends in maternal mortality: 1990 to 2008." Estimates developed by WHO, UNICEF, UNFPA and The World Bank. World Health Organization, Geneva 2010.
<http://www.who.int/reproductivehealth/publications/monitoring/9789241500265/en/index.html>

Dr. Julie Gerberding, President, Merck Vaccines – UN Millennium Podium Speech

Women in childbirth die because of preeclampsia. They die because of bleeding. They die because of infections.....Some women die because they don't access care.

Angela Nguku, Midwife, White Ribbon Alliance Kenya – DML Event Panel

So sometimes we look at our mothers, we look at them dying, we can't do anything, because we don't have these life-saving things. (Subtitled)

Subtitled / CUT TO TEXT ON SCREEN / SUBTITLES with supporting footage blurred in the background:

So we are really faced with the challenge of 1 midwife serving 60 mothers who are in labor at the same time.

The words "1 midwife" and "60 mothers" linger on screen and get larger as other subtitled text fades

Jill Sheffield, President, Women Deliver

Saving the lives of girls and women is at the heart of progress for the family. Investing in women is not only the right thing to do, but it makes enormous economic sense.

Music Transition

Dr. Naveen Rao, Lead, Merck for Mothers

NAVEEN - VO ONLY: **This problem, a global health problem, is too big for any one sector to tackle by itself.**

TEXT ON SCREEN / Words peel onto screen: **A Global Problem with No Magic Bullet**

TEXT ON SCREEN / Words peel onto screen: **Too Big for One Sector to Tackle**

Dr. Naveen Rao, Lead, Merck for Mothers – see Naveen on Camera

What we are hoping is to be able to bring all of Merck, Merck's people, Merck's products, Merck's processes, to bear on this, in support of United Nations Millennium Development Goal 5, which is to reduce maternal mortality by 75%.

TEXT ON SCREEN: **On September 20th 2011, Merck launched Merck for Mothers at the United Nations**

Hear Ken's VO on screen while graphic is up – push out move on text / Cut to him on camera at UN Podium / Ken speaks for a moment and then his image shrinks down and other boxes build around him from moments during UNGA week

Ken Frazier, President & CEO, Merck

We're launching a 10-year, half-billion-dollar initiative to speed life-saving solutions to women and are making the fight against maternal mortality part of our mission.

TEXT ON SCREEN: **Merck Joins the Global Community**

Push out move on text

TEXT ON SCREEN: - The word "**MORE**" appears in large font at the top of the screen - white text over black. Underneath it, individual phrases in smaller font fade in and out below to the word "MORE: **awareness / product innovation / access to care / family planning / healthcare workers / education**

AUDIO: GERALYN'S VO below comes in as the phrases come onto the screen next to "MORE". / CUT TO GERALYN ON CAMERA FOR REMAINDER OF BITE.

Geralyn Ritter, VP Global Public Policy & Corporate Responsibility, Merck / President, The Merck Company Foundation (sep title line)

As we started to develop that initiative, we spent some time asking what can a large multinational company like Merck contribute and where can we have an impact? And so the initiative is going to be focused on

INSERT TEXT ON SCREEN / SPLIT SCREEN WITH GERALYN: **Innovation / Access / Advocacy**

three elements: innovation, access and advocacy.

Chris Elias, President, Global Development Program, Bill & Melinda Gates Foundation

The engines of scientific discovery are healthier and faster than we've ever seen. What we need to do is harness that science, its products and technologies that meet women's needs.

Mikkel Vestergaard Frandsen, CEO & Owner, Vestergaard Frandsen

There's a need for new tools....The private sector offer a platform for innovation, and the public sector offer a specific context on ground that we don't always have.

Dr. Julie Gerberding, President, Merck Vaccines – WRA Podium Speech

Merck is dedicating a team of scientists to try to help find new tools and technologies for the three most common causes of maternal mortality.

Dr. Farhana Dewan, OB/GYN, White Ribbon Alliance Bangladesh – DML Event Panel

TEXT IS SUBTITLED ON SCREEN

In countries like our country, actually our lack of awareness is an important thing. People don't know what to do; they don't know about the danger signs, and they don't come to the doctor.

Music Transition

Yvonne Chaka Chaka, Musician and Advocate, Princess of Africa Foundation

We know women have been segregated and disenfranchised for a long time. But things, really, are turning around.

Dr. Julie Gerberding, President, Merck Vaccines – UN Millennium Podium Speech

We can give those women voices, and we can help empower them, and the health workers who are there to assist them to do more, and do it faster, to really have an impact on maternal mortality.

Christy Turlington Burns, Founder, Every Mother Counts

I mean, I think what's exciting about this issue -- and this is one of the other reasons that I decided to dedicate myself to it -- was that of all these hundreds of thousands of deaths, almost all of them are preventable. There's not a lot of issues you can say that about.

Theresa Shaver, President, White Ribbon Alliance for Safe Motherhood

We're seeing success stories. And I'm hopeful that the rest of the world will see those and say, 'You know what, we can do that too.'

Dr. Naveen Rao, Merck for Mothers Lead

What is really humbling in this, is, even if you save one mother, this whole program would be worth it. And we hope to save millions.

Music Transition – Same song with vocals

MONTAGE OF HAPPY MOM CLIPS / CUT TO:

TEXT ON SCREEN: Words peel onto screen – white text over black.

The foundation of her family

The core of her community

The heart of her nation

Text pushes out

No Woman Should Die Giving Life

Merck for Mother Logo and URL fades on to center of the screen / Photo of mom holding stomach screen right / Music Sting Accompanies fading on of Merck Be Well logo after other logos appear for a few seconds

TEXT ON SCREEN: Credits fade up and then down

Special Thanks for Photos & Footage Provided By:

Lynsey Addario / VII

Turly Pictures / Every Mother Counts

White Ribbon Alliance for Safe Motherhood