

# AMERICAN ACADEMY OF PHYSICIAN ASSISTANTS

"Good Health  
Begins With You"

A National  
Public Service  
Announcement



*Staying healthy requires  
proper medical attention  
and good common sense.*



*"Are you a doctor?"*

Last year the Academy took a giant step towards reaching one of its most important goals—educating the general public about the vital role Physician Assistants play in our health care delivery system. This was accomplished through the development of our first TV public service announcement, which was distributed to more than 200 television stations nationwide and viewed by more than 100 million Americans last year. We feel this program was highly successful and helped to increase public awareness of the Physician Assistant profession.



*"I'm a Physician Assistant. I help the doctor take care of you and your family."*



*There are 11,000 Physician Assistants in this country. As a growing segment of our health team, they're making needed health care more available to more people.*

To help reinforce this growing awareness of our profession, Stuart Pharmaceuticals has provided a grant for the production and distribution of a new public service announcement for 1980. This year, we're providing TV stations with both 30 and 60-second versions so that station managers can better accommodate our announcement into their broadcast schedules, increasing the likelihood of more air time this year.

As you may know, a public service announcement runs on time donated by the television station. It cannot be self-serving to the sponsoring organization or carry a commercial message. Working together, our Public Education Committee and headquarters staff



*When you're ill, it's their job to work with your physician and to help you get better.*



*But good health begins with you. If you are taking medication, take it as directed and finish the amount prescribed. If you're on a special diet, it's important to follow it as recommended.*

developed a preventive medicine theme since it is relevant to people of all ages throughout the country.

Production of a public service announcement costs tens of thousands of dollars, far beyond the present financial capacity of the Academy. We are grateful again this year to Stuart Pharmaceuticals for their generous financial and technical support of this project, without which we would have been unable to proceed.

We are very pleased with our 1980 public service program and we know you will be, too. Distribution begins this week to television stations throughout the country.



*Get regular check-ups and make sure your family receives all necessary inoculations - especially children and the elderly. Remember, getting the most out of life starts with good health.*

*Sponsored by American Academy of Physician Assistants through a grant from Stuart Pharmaceuticals, Division of ICI Americas Inc.*

*(60 second version)*