

	Visual	Voiceover	Duration	Cumulative
1	On a busy high street, pedestrians are going about their day-to-day business. Out of their chests, rhythmically, their hearts pump (like a cartoon). The sound of percussion drums (timpani, bongos, bass drums, etc.), different sounds for different people match the rhythm of the heartbeat. The focus switches between different people.	<i>We all have hearts; well most of us have hearts, and we all know that our hearts beats. They can also beat vary in speeds and patterns depending on our activities, moods, or even our genetic make up.</i>	0.10	0.10
2	A jogger runs past and his heart is beating faster than everyone else's. A man and a woman are sitting on a bench and the woman leans over and gives the man a peck on the cheek. His heartbeat increases. A big man walks down the road and his heartbeat beats slower (and deeper sound) than the rest.	<i>Our heart regulates speed according to our body's need. Generally a resting heart rate should lie between 60-100 beats per minute.</i>	0.10	0.20
3	Zooming into one pedestrian's chest, the centre of the screen fades away, revealing an old ship's "engine order telegraph" with numbers from 0 to 150 running from one side to the other. The lever is placed between 60 and 100. We zoom out again back to the high street.	<i>Every now and again a heart, like Walter's, struggles to keep its rhythm. Most of the time this is due to genetics, but can occur in normal hearts as a result of hypertension, heart surgery, lung disease and even excessive alcohol consumption.</i>	0.15	0.35
4	A man, Walter, walks into shot and his heart, still beating out of his chest, is beating erratically and non rhythmically (accompanied by a jumble of drum sounds including cymbal crashes).	<i>Atrial Fibrillation is the most common type of irregular heartbeat that beat faster than 140 beats per minute and with no discerning pattern or rhythm...</i>	0.10	0.45

5	The street and other pedestrians fade away leaving Walter alone on a white background. He stops walking, looks around as if wondering where everything has gone and then faces towards the screen as if noticing his audience.	<i>and it affects about a million people in the UK alone, with the majority of folks, just like Walter, completely unaware they even have this condition.</i>	0.10	0.55
6	Walter shrugs his shoulders towards the screen. We zoom into his chest and the “engine order telegraph”. The lever is flying out of control and springs are popping out of it. We zoom back to Walter still looking puzzled as he has another quick glance around.	<i>Some of the signs and symptoms of Atrial Fibrillation can be seen with a shortness of breath...</i>	0.15	1.10
7	Walter puts his hand up in front of his face and looks like he’s smelling his breath.	<i>dizziness and even chest pains.</i>	0.05	1.15
8	Walter looks worryingly back towards the screen and gingerly touches around his chest.	<i>If left untreated Walter has 5x more chance of having a stroke...</i>	0.05	1.20
9	Walters’s eyes widen with fear. He slowly looks down at his heartbeat still erratically beating out of his chest.	<i>and strokes caused by Atrial Fibrillation have a higher fatality rate, or chance of severe, permanent physical and mental damage than regular strokes.</i>	0.05	1.25
10	Walter now looking petrified. He looks back at his heartbeat. All of a sudden his heart pops like a balloon. Startled, Walter looks at the deflated heart coming out of his chest for a few seconds and then gives it a little flick with his hand. It limply hangs there.	<i>Don’t worry Walter... all is not lost...</i>	0.15	1.40
11	Walter excitedly looks back towards the screen with a smile on his face.	<i>measures can be taken to minimise the risks of Atrial Fibrillation strokes.</i>	0.05	1.45
12	Walter is positively gleaming. He looks back down at his limp heart and, all of a sudden it pops back up and starts beating again.	<i>First and foremost identifying this condition can be relatively simple. Are you listening?</i>	0.05	1.50

13	Walter nods.	<i>Checking your pulse can be an easy way of finding out if there is something irregular with your heart rate.</i>	0.05	1.55
14	Walter puts his fingers over his wrists and checks. He turns back to the screen and nods.	<i>More technical ways by having an ECG/ or Echocardiogram taken of your heart can confirm your suspicions.</i>	0.05	2.00
15	A doctor wheeling a machine walks into shot (as an inside joke he could have a very small heart beating). He connects some wires to Walter's beating heart, punches a few buttons and after a few bleeping sounds and a bit of paper rolls off the machine the doctor turns to the screen and gives a thumbs up.	<i>Managing Atrial Fibrillation is a simple process...</i>	0.15	2.15
16	The doctor removes the wires from Walter, reaches into his pocket and hands him a bottle of pills.	<i>with the help of anticoagulants the chances of suffering a stroke is greatly reduced.</i>	0.10	2.25
17	Walter pops his pills.	<i>Unfortunately the majority of folks out there who suffer from this condition will go without treatment. Prescribing these medicines to the correct people could prevent 4,500 strokes a year and hopefully save more than 3000 lives.</i>	0.05	2.30
18	Walter seems to be really interested and excited. He fades back to the high street along with the hustle and bustle. Again he seems confused with his new location and looks around. He starts to walk down the street.	<i>For more information contact your local doctor or surgery or by visiting www.stroke.org.uk/AF.</i>	0.15	2.45
The End				