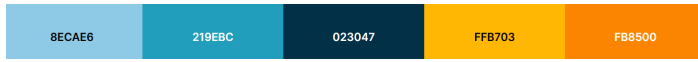




Title of Course:	One in Ten: Endometriosis - Not Just Bad Cramps		
Introduction:	<ul style="list-style-type: none"> • Endometriosis affects one out of every ten pre-teen to pre-menopausal women. • GYN doctors at the XYZ Clinic are seeing more and more younger women/girls being diagnosed with endometriosis (endo). • They want a short video that gives information about endo for young patients to view as it will be more relatable than a fact-based brochure. • The video will also be available to all female patients who might be experiencing symptoms that they believe are “normal” but might actually be signs of endometriosis. 		
Audience:	Girls/young women diagnosed with endometriosis.	Color Palette:	
Learning Objectives:	<p>After viewing the video, the learner will be able to:</p> <ul style="list-style-type: none"> • Identify common symptoms of endometriosis. • Explain the severity of endometriosis increases with the advancement of its stage. • Name treatment options for endometriosis. • List one or two illnesses associated with endometriosis. 	Font:	Junction
Outline:	<p>Title Scene</p> <p>Introduction: Lucy's Home</p> <ul style="list-style-type: none"> • Lucy is at home experiencing pain and a lot of bleeding. <p>Scene: Doctor's Office</p> <ul style="list-style-type: none"> • Mom takes her to Dr. Morgan. • Doctor meets Lucy and suspects endometriosis based on her symptoms • Facts <p>Scene: Hospital</p> <ul style="list-style-type: none"> • Operating Room • Hospital Room • Facts <p>Scene: Lucy's Home</p> <ul style="list-style-type: none"> • Lucy is recovering <p>Scene: Doctor's Office</p>	Characters:	 <p>Dr. Morgan Lucy Lucy's Mom</p>

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	<ul style="list-style-type: none"> • Dr. Morgan explains treatment options • Facts <p>Summary</p> <ul style="list-style-type: none"> • Review learning objectives 	<p>Notes:</p>	<ul style="list-style-type: none"> • Each table in this storyboard represents one scene. • The character speaking will be indicated in the audio/script column as [character]. • Audio will be lip synced with character speaking.
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Scene #	1	Title Scene	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>A total of 10 different women/girls are sporadically placed on the scene, including Lucy and her Mom.</p> <p>The title shows in the bottom left corner, about an inch from the bottom with a slight transparency. Title:</p> <p>One in Ten (in large print) Endometriosis: Not Just Bad Cramps (smaller print)</p> 		<p>[Narrator] Welcome to One in Ten - Endometriosis: Not Just Bad Cramps.</p>	<p>Quiet background music plays.</p> <p>Text is timed with audio.</p> <p>Title slides in from the left.</p> <p>Each character fades randomly at different intervals; some characters at the same time.</p> <p>After narration, all characters but Lucy fade out at different intervals.</p> <p>The camera pans in for a closeup of Lucy.</p>

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Scene #	2	Introductory Scene	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Scene takes place in Lucy's bedroom.</p> <p>Scene begins with Lucy sitting on her bed showing that her stomach area hurts. There is a thinking bubble above her showing a question mark. Lucy's face is showing pain.</p> <p>Lucy's mom walks in soon after the scene starts and stops just in front of her bed.</p>		<p>[Lucy] Making groaning sounds.</p> <p>[Lucy's Mom] Oh no, dear! What's wrong?</p> <p>[Lucy] I'm not sure what's wrong, Mom. It's not time for my period, but I'm bleeding like it is. I'm also having really bad cramps, worse than ever.</p> <p>[Lucy's Mom] Okay, let me call the doctor and see if we can get an appointment for later.</p>	<p>Circular reveal for transition of this scene.</p> <p>Lucy is making quiet groaning sounds. The groaning stops when she begins to speak.</p> <p>Lucy's Mom walks in from the right side of the scene smiling/neutral and stops right before Lucy's bed. Mom's character fades out from walking and fades in looking concerned when she begins to speak.</p>

Scene #	3	Outside of Clinic	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Scene opens with the outside of the clinic on a busy street. Other people are near the doors of the clinic either coming or going.</p> <p>Lucy and her mom start at the left side of the scene.</p>		<p>Scene includes street sounds.</p>	<p>Vertical blinds for transition of this scene.</p> <p>Lucy and her mom walk in together from the left of the scene and the scene ends once they reach the clinic doors.</p>

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Scene #	4	Inside Doctor's Exam Room	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Scene opens inside the doctor's exam room.</p> <p>Lucy is sitting on the exam table. Mom is standing next to her, both looking concerned. Dr. Morgan is sitting on a stool facing Lucy and Mom.</p>		<p>[Dr. Morgan] Based on what you've told me about your symptoms, I suspect it's an illness called endometriosis.</p>	<p>Fade for transition of this scene.</p> <p>As Dr. Morgan speaks, the camera zooms in for a closeup as the next scene opens.</p>

Scene #	5	Facts - Definition	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Doctor's exam room is faded in the background and Lucy and her mom are not shown.</p> <p>Dr. Morgan is in the middle of the scene, showing only the top half of her body, taking up $\frac{1}{3}$ of the screen.</p> <p>Circle with a picture of a uterus is to the left of Dr. Morgan. Little black circles appear in different places on the uterus picture, representing endometriosis.</p> <p>Another circle with a picture of the outline of a body showing organs is to the right of Dr. Morgan.</p>		<p>[Dr. Morgan]</p> <p>(1) Endometriosis is an illness where tissue similar to the lining of the uterus is located outside of the uterus.</p> <p>(2) Endometriosis can be found on all organs of the body.</p>	<p>Iris-circle-center for transition in this scene.</p> <p>Dr. Morgan is gesturing/pointing to the left side of the scene as she speaks text (1). Black circles representing endometriosis appear when text says "located outside of the uterus."</p> <p>Dr. Morgan is gesturing/pointing to the right side of the scene as she speaks text (2).</p>

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Scene #	6	Facts - Symptoms	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Use color palette color for background.</p> <p>Circle sits in the middle of the scene with the word "Endometriosis" (bold print) above "Signs and Symptoms" (regular print) below it.</p> <p>Each symptom has a graphic associated with it included in a small circle.</p> <p>Each small circle is evening spaced around the bigger circle, just barely touching it.</p> <p>Text for each small circle (symptoms) are next to the small circle with the matching graphic.</p>		<p>[Dr. Morgan's voice] Symptoms of endometriosis are:</p> <ul style="list-style-type: none"> ● severe pain during menstruation ● Excessive bleeding during menstruation or bleeding between periods. ● Pelvic or abdominal pain not associated with your period ● Lower back or leg pain ● Painful bowel movements ● Nausea, diarrhea, bloating, constipation ● Fatigue 	<p>Scene dissolves in.</p> <p>Each small/circle graphic and text pop in as timed with the text.</p>

Scene #	7	Inside Doctor's Exam Room	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Scene begins back in the doctor's exam room, just like scene 4.</p> <p>Lucy and Mom have concerned/worried looks.</p>		<p>[Dr. Morgan] Surgery is the only way we can officially diagnose endometriosis. I recommend this be our next step. I'll go in laparoscopically and perform a complete excision, where I'll remove the endometriosis by cutting it out at the roots.</p>	<p>Iris-circle center for transition in this scene.</p>

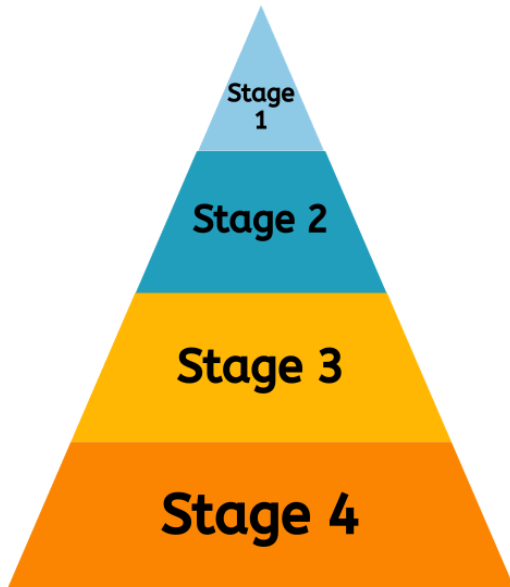
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Scene #	8	Operating Room	
Visuals/Graphics		Script/Audio	Programming/Animation
Scene opens in an operating room. Dr. Morgan is present along with a nurse and anesthesiologist.		Heartbeat/monitor can be heard in the background.	Dissolve for transition of this scene.

Scene #	9	Lucy's Hospital Room	
Visuals/Graphics		Script/Audio	Programming/Animation
Scene opens in a hospital room. Lucy is in bed. Dr. Morgan is near her bed facing her. A nurse is next to Lucy's bed. Lucy's mom is sitting on a nearby chair.		<p>[Dr. Morgan]</p> <p>(1) Your surgery was successful! I was able to remove all of the endometriosis.</p> <p>(2) Your endometriosis is stage 3.</p> <p>(3) Endometriosis has four different stages and the stage depends on several different factors.</p>	<p>Dissolve for transition of this scene.</p> <p>Camera zooms in on Dr. Morgan as she begins text (3) leading to the next scene.</p>

Scene #	10	Facts - Stages of Endometriosis continued	
Visuals/Graphics		Script/Audio	Programming/Animation
Same as scene 11, except a pyramid/triangle replaces the text boxes as shown:		<p>[Dr. Morgan's voice]</p> <p>Stage 1 shows very little endometriosis growth.</p> <p>In stage 2, there is more endo growth and they are implanted deeper than in stage 1.</p> <p>There is additional endo and deeper growth in stage 3 and cysts can be found on the ovaries. There may be adhesions that make organs stick</p>	<p>Dissolve for transition in this scene.</p> <p>Each pyramid section flies in from the left in time with the voice over.</p> <p>[Text 1] and [Text 2] pops in, timed with the VO and each pyramid section. [Text 1] pops in 0.25 seconds before the pyramid part and [Text 2] pops in 0.25 seconds after the</p>

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Each part of the pyramid is separate from the others for animation purposes.

[Text 1] is to the left of the pyramid, aligned to the right, staggered diagonally, in line with the left side of the pyramid and centered with each matching pyramid section:

Minimal
Mild
Moderate
Severe

[Text 2] is to the right of the pyramid, also staggered diagonally, in line with the right side of the pyramid:

Very little growth

More growth
Deeper implantation

together.

Stage 4 is the most severe with a lot of deep endometriosis lesions, cysts, and severe adhesions.

pyramid part.

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<p>Additional endo Deeper implantation Cysts on ovaries Adhesions</p> <p>Deep endo lesions Ovarian cysts Severe adhesions</p>		
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Scene #	11	Back to Lucy's Hospital Room	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Same layout as scene 10.</p> <p>[Dr. Morgan 1] is standing in front of Lucy's bed, like in scene 10.</p> <p>[Dr. Morgan 2] walks toward Lucy as scene ends.</p>		<p>[Dr. Morgan 1] No matter the stage, endometriosis has a major impact on quality of life.</p> <p>There is no cure for endometriosis, and most likely it will come back, and you will need surgery again to remove it. The best thing we can do is treat the symptoms.</p> <p>[Dr. Morgan 2] For now, take it easy, and we'll send you home in a few hours.</p>	<p>Iris-circle-center for transition in this scene.</p> <p>When [Dr. Morgan 1] is complete, [Dr. Morgan 2] begins walking towards Lucy in her bed while she speaks.</p>

Scene #	12	Lucy's Bedroom	
Visuals/Graphics		Script/Audio	Programming/Animation
<p>Same as scene 2.</p> <p>Lucy is sitting in front of her mirror, applying makeup. There is a mirror image of her in the mirror. She is happy.</p>		<p>[Lucy] I've learned a lot since my endo surgery 6 weeks ago. I've learned there are medications I can take, but they don't prevent endometriosis and there can be long term side effects.</p>	<p>Vertical blinds for transition of this scene.</p>

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Scene #	13	Facts - Medication - Painkillers		
Visuals/Graphics		Script/Audio		Programming/Animation
<p>Use color palette color for background.</p> <p>Scene includes a pill bottle, a title that says "Pain Killers." Pill bottle is large and sits in the center of the scene.</p> <p>Two pills sit next to the pill bottle. Each pill has text:</p> <ul style="list-style-type: none"> ● Side effects ● Endo will come back 		<p>[Lucy's voice] Medication can be taken for endo pain, but there are side effects with long term use. Plus, it does not stop endometriosis from coming back.</p>		<p>Iris-circle-center for transition in this scene</p> <p>In time with the VO, the pill bottle pops in and each pill sparkles horizontally.</p>

Scene #	14	Facts - Medication - Birth Control		
Visuals/Graphics		Script/Audio		Programming/Animation
<p>Same as scene 14 with the exception of:</p> <p>The pill bottle says "Birth Control."</p> <p>Six pills sit around the pill bottle. Each pill's text:</p> <ul style="list-style-type: none"> ● Pills ● IUDs ● Injectables ● Implants ● Temporary ● Treats endo <p>A red X goes over the last pill that says</p>		<p>[Lucy's voice] Hormonal birth control, such as, progestin only pills, progesterone IUDs, injectables, and implanted devices can help relieve symptoms. But birth control is temporary, and it does not treat endometriosis.</p>		<p>Scene dissolves for transition.</p> <p>In time with the VO, the pill bottle pops in and each pill sparkles horizontally.</p> <p>As the VO says "it does not treat endometriosis", a red X marks over the last pill.</p>

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"treats endo."		
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Scene #	15	Facts - Medication - Hormonal Medications
Visuals/Graphics	Script/Audio	Programming/Animation
<p>Same as scene 14 with the exception of:</p> <p>The pill bottle says "Hormonal Medications."</p> <p>Four pills sit around the pill bottle with text:</p> <ul style="list-style-type: none"> • Menopause • Severe side effects • Short time • Symptoms return 	<p>[Lucy's voice]</p> <p>There are also hormonal medications that induce a menopausal state, but these have severe side effects and can only be taken for a short time. They do treat endometriosis but the endo symptoms come back when medication is stopped.</p>	<p>Scene dissolves for transition.</p> <p>In time with the VO, the pill bottle pops in and each pill sparkles horizontally.</p>

Scene #	16	Back to Lucy's Bedroom
Visuals/Graphics	Script/Audio	Programming/Animation
<p>Lucy is now sitting on the floor of her bedroom typing on a laptop that is in her lap.</p> <p>8 rectangular boxes surround Lucy, 4 on each side, staggered to look almost triangular. The following text is inside each box:</p> <p>Other Illnesses that can develop</p> <ul style="list-style-type: none"> • Autoimmune diseases • Certain cancers • Infertility & Pregnancy • Ovarian cysts • Bowel & GI • Anxiety & depression 	<p>[Lucy]</p> <p>I've also learned that endometriosis can create other illnesses such as:</p> <ul style="list-style-type: none"> • Autoimmune diseases • Certain cancers • Infertility or pregnancy complications • Ovarian cysts • Bowel or GI issues • Anxiety and depression • Chronic Fatigue Syndrome • And many other issues can develop due to endometriosis. 	<p>Iris-circle-center for transition in this scene.</p> <p>In time with the VO, the rectangular boxes with text will pop in.</p>

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<ul style="list-style-type: none"> • Chronic fatigue • Many more! 		
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Scene #	17	Lucy's Bedroom
Visuals/Graphics	Script/Audio	Programming/Animation
<p>[Lucy 1] is standing in the middle of her room.</p> <p>Laptop from the last scene is on her bed.</p> <p>[Lucy 2] walks from first position to her nightstand that has a stack of books on it.</p> <p>[Lucy 3] holds an open book while standing next to her nightstand.</p>	<p>[Lucy 1] Endometriosis affects one in ten females and usually takes up to 10 years to diagnose because most doctors don't know a lot about it. The only way to truly diagnose endo is by laparoscopic surgery. There is no cure. Most women with endo live a life of chronic pain and illness, and it can be difficult for them to have a normal quality of life.</p> <p>[Lucy 2] As for me, I'll just take it one day at a time!</p>	<p>The scene dissolves in.</p> <p>When [Lucy 1] is finished talking, [Lucy 2] walks toward her nightstand. [Lucy 3] stops in front of her nightstand with an open book.</p>

Scene #	18	Final Scene
Visuals/Graphics	Script/Audio	Programming/Animation
<p>The same 10 women/girls from scene 1 are all standing together, closer to the bottom of the scene.</p> <p>A banner with "endometriosis.org" is at the top of the scene.</p>	<p>[Lucy's voice] For more information about this disease, visit endometriosis.org.</p>	<p>Iris-circle-center for transition in this scene.</p> <p>Same background music plays.</p> <p>The banner flies in from the right. The website text sparkles in with the VO.</p>