

County Durham Together Community Champions Animation

Transcript

[Soundtrack: Cheerful, fast-paced background music plays in the background for the duration of the video.]

[Animated video clip: Two women are in a hairdressers, one stood up and one sat down. Both are smiling and the one who's stood up is cutting the other one's hair. There is a full-length mirror in the foreground and in the background is a hairdryer and bottles typically found in a hairdressers.]

[Female voice] Do you see and talk to people in your community on a regular basis?

[Animated video clip: A group of seven men are on a football pitch. Six are facing away from the camera with arms around each other, facing the seventh, who has two fists in the air and is smiling, seeming to celebrate a goal. In the background is a goal with a football in front of it.]

[Male voice] Maybe you've got a big group of friends, or you're part of a club or sports team.

[Animated video clip: A lady with a pram is stood talking to a man with a baby in his arms. In the background is another man with a dog on a leash. There is a pit wheel behind the first man. The scene is a wooded area with two buildings in the background.]

[Female voice] Or perhaps you enjoy meeting people and having a chat.

[Animated video clip: The County Durham Together circular logo appears next to a sparkling trophy in a circle. The trophy is surrounded by symbols of a man and woman running, a bicycle, an apple, a stopwatch, dumbbells, and a bottle of water.]

[Text: Community Champions]

[Male voice] As long as you live in County Durham, and have an interest in health and wellbeing, then you could become a County Durham Together Community Champion.

[Animated video clip: A yellow tape measure appears on a yellow background. The tape rolls out and extends to the right.]

[Female voice] As a Community Champion, you'll play a part in helping people live longer...

[Animated video clip: A big, red beating heart appears on a green background.]

[Female voice] ...healthier...

[Animated video clip: A yellow smiley face appears on a blue background and blinks.]

[Female voice] ...and happier lives. And making sure our communities get the best public health information.

[Animated video clip: A lady sat on an armchair in her living room receives an email on her laptop.]

[Male voice] You'll be supported with regular updates, resources...

[Animated video clip: An older man, a younger man and two young women are all sat in chairs, watching a smartly dressed woman give a presentation. Behind this woman is a whiteboard with health-related images on it.]

[Male voice] ...and free training.

[Female voice] It's then up to you how you share that information.

[Animated video clip: An old man, a young man and a young woman are sat round a table in a coffee shop chatting and drinking tea and coffee.]

[Female voice] It could be when you meet up with friends.

[Animated video clip: An old lady with glasses wearing a flowery top pins a notice on a community notice board headed 'INFORMATION'. The scene is outside in a wooded area.

[Female voice] It could be updating your community group...

[Animated video clip: A young man in a purple hoodie pulls out his phone. The scene zooms in on the phone and he presses the 'share' icon with his finger.]

...or simply sharing posts on social media. It really does all help.

[Animated video clip: The earlier scene featuring a lady with a pram and a man holding a baby appears. The camera zooms out to reveal all previous characters looking at the camera, alongside lots of other characters of diverse ages, sizes, races and disabilities. There are 20 characters in total and the scene takes place in a wooded area.]

[Male voice] There's already a growing network of likeminded people from across County Durham who are making our communities healthier, and we'd love you to join them.

[Text: durham.gov.uk/cdtcommunitychampions]

[Female voice] Sign up today to become a County Durham Together Community Champion. Let's work together for a healthier County Durham.