

For release March __, 2005
Best Start
Radio Script 1
Length: 1:12 seconds (voiceover)

NewsCaster Introduction: (read by news anchor)

A new provincial awareness campaign wants to help babies get the best start in life. Called Health Before Pregnancy, the campaign aims to inform parents-to-be on the importance of trying to be as healthy as possible before conceiving a baby. Sherri Dmyterko reports.

Reporter Script:
(narration by Sherri Dmyterko)

When it comes to having a baby, it seems that many future parents have a lot to learn. According to a recent Omnibus survey, more than a third of Ontario residents think fathers-to-be should focus on financial matters.... while 32 per cent think moms-to-be should concentrate on health and well-being. But Doctor Paula Stewart with the Perinatal Partnership Program of Eastern and Southeastern Ontario says there are many things that men and women need to consider before becoming pregnant.

(Interview with Dr. Stewart)
01:27:05-01:27:19 (14)

“Probably the most important time is before the conception. If the man and the woman are healthy, if they have a healthy lifestyle, if they’re in a stable relationship, financially it’s a good time for them to have the baby, then there’s a much greater chance that the baby will be born healthy.”

(narration by Sherri Dmyterko)

The importance of good health for both the man and the woman before conception is the focus of a new provincial health campaign called Health Before Pregnancy. Among other things, the campaign urges both men and women to learn about how potential risk factors such as smoking, drinking alcohol, environmental toxins and genetics may affect their plans for conceiving a healthy baby. For more information about health before pregnancy, visit www.healthbeforepregnancy.ca or talk to your health care provider.

Sherri Dmyterko reporting.