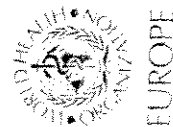


The future for our children

Video messages on environment and health:
highlights from the WHO/Europe Media Award 2004.



EUROPE

World Health Organization
Regional Office for Europe

"The future for our children"

Video messages on environment and health:
highlights from the WHO/Europe Media Award 2004.

The WHO/Europe Media Awards 2004 were given for public service announcements and TV programmes on the need to protect children from injury and environmental hazards. Entries came in from across the WHO European Region. The awards were made at WHO's Fourth Ministerial Conference on Environment and Health held in Budapest in June 2004.

The theme of the Conference was "The future for our children". Ministers of health and of environment from all over Europe met to determine what could and should be done about the risk to which children and young people are exposed from injuries and from environmental hazards linked to pollutants in contaminated air, water, food, soil and consumer products. The ministers adopted a children's environment and health action plan for Europe and committed to producing their own national plans by 2007.

When the winning films were shown to the Conference, they attracted a lot of interest, and it was decided that with permissions kindly given, these short films would be made available, for non-broadcast use only, to help stimulate discussion in meetings, lectures and classrooms, on the importance of creating a healthy future for our children.

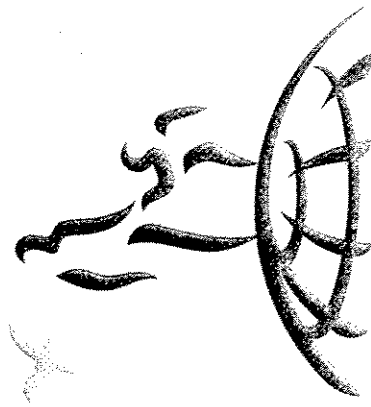
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- "Passive Smoking" made by students of the Mass Media Centre of the Kyrgyz - Russian Slavic University
- "Smoking near children" - the Tobacco Control Campaign for the Department of Health, United Kingdom
- "The fashion of the future: consider it today" - Central Bureau of Information Ministry of Natural Resources, Russian Federation
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- Video news release and TV-spot produced for the Budapest Conference - WHO Regional Office for Europe



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The future for our children

Transcript of the video “The future for our children” including words to songs and captions on screen

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In June 2004 in Budapest, the World Health Organization Regional Office for Europe held the Fourth Ministerial Conference on Environment and Health. The theme was “the future for our children.” – how to protect children and future generations from environmental hazards and injuries.

1. Opening video for Budapest Conference, from WHO/Europe (2 mins 5 secs)

(Interviewer) “Is there anything you would like to say to the ministers at Budapest?”

(Young person) “Help! We need help!”

(Dr Marc Danzon, WHO Regional Director for Europe)

“What we do today will be very useful for future generations and the planet as a whole.”

Song:

Wherever have the blue skies gone?

I can't breathe through this smoke

What happened to the green trees mother?

Who polluted and ruined my hopes?

The future's in our hands, as small as they may be

But we need to work together

To keep our earth clean

(Young person)

“Everybody here suffers from something: its one thing or another, asthma or hay fever. Because if you don't live next to the rubbish dump you live next to the hospital, if you don't live next to the hospital you live next to an industrial estate”

(Young woman)

“I have to carry my inhaler wherever I am as it can just hit any time any place and when it does it's a matter of seconds and you can't breathe so you are kind of handicapped.”

(Policymaker)

“They are the future of Europe, they are the future of the world, so of course they mean a lot, they mean everything. It's very important for us.”

(Young woman)

“It's actually - the thing about it, it's the most important thing in anyone's life – no? Your own health”

2. Chemical safety in a vulnerable world from the

Intergovernmental Forum on Chemical Safety

Song: Composed by Eric Weiner©

It's a beautiful planet that we live on
The place where we're born, grow up, and raise kids on
Forests, oceans, canyon walls
Archipelagos and waterfalls
It's the home to every man, boy, woman, and girl
But it's a sacred, fragile, vulnerable world
And everywhere around us there are chemicals
Some for production, some strictly medical
Some for transportation, some for vaccination
Disinfection of water and a lotta sanitation
And though chemical use may have its benefits
Chemical use also creates risk
From your friends and neighbours to nameless strangers
Everybody is exposed to chemical dangers
From the oldest man alive to the littlest baby
We all can learn a lot about chemical safety

Chemical Safety – it's important to learn
Chemical Safety – it's a dire concern
The universe is the oyster of our wonderful pearl
We need Chemical Safety in a Vulnerable World
Across the globe, across the nations
There's some high-risk, sensitive populations
And instead of concentratin' on buildin' wealth
We need to concentrate on our children's health
Fetuses and small children are the most relevant
Because they're neurological systems are developin'
And with gender issues, it's a whole different game
Effects on men and women are not the same
Studies have shown that on the female sex
Some pesticides may have reproductive effects

Another group that's at risk to be damaged
Are the economically and socially disadvantaged
Along with migrant workers who are placed right
Next to industrial areas and toxic waste sites
All these high risk groups can benefit greatly
If they get educated 'bout chemical safety

Sécurité chimique - apprendre est important
Sécurité chimique - un souci permanent
The universe is the oyster of our wonderful pearl
We need Chemical Safety in a Vulnerable World

I know people now want to scream and shout it
“What exactly can we do about it?”
It's up to the community, teachers, and parents
To get out there and raise the public awareness
‘Bout hazardous toxins, get peoples’ attention
To promote training and to promote prevention
To educate workers who may expose themselves
To hazardous chemicals that can damage their health
We gotta look at pesticides in rural environments
Start collectin data, and then start applyin’ it
I’m not lyin’, we gotta make this a priority
Increasin’ our knowledge, speakin’ out to the authorities
Changin’ legislature, changin’ policy
Changin’ our behaviour, change is all we need
It’s up to us, if we teach safety
What a wonderful world this could be

Seguridad Química - importante aprender
Seguridad Química - un esencial deber
The universe is the oyster of our wonderful pearl
We need Chemical Safety in a Vulnerable World

2. *Chemical safety in a vulnerable world* from Intergovernmental Forum on Chemical Safety (continued)

Captions:

Chemical
Safety

In a
Vulnerable
World

Vulnerable World
Risk

Chemical dangers
Chemical safety

Vulnerable World
High risk

children's health
neurological systems

pesticides
damaged
toxic

chemical safety
vulnerable World

hazardous
pesticides

priority
policy

safety

vulnerable World
we are responsible

we are accountable for our World
what are we going to do?

3. *Leave no child out* national campaign from Reliable Future Youth Organization, Azerbaijan.

Leave no child out.

4. *Passive Smoking*, made by students of the Mass Media Centre of Kyrgyz-Russian Slavic University, Kyrgyzstan (2 mins, 4 secs)

Titles: Healthy Living

Burn up – stories about health

Episode 3 – Passive smoking

There was smog over the city

Song – Moscow ravens woke me up

Wet matches killed the hope

To smoke

Passive smoking during pregnancy leads to

Miscarriage

Premature birth

Inherited anomalies

Delay in development of the foetus

The influence of tobacco smoke to children leads to

Disorders in lung function

Development of asthma and allergies

Suppression of immunity

Backlog in mental development

Smoker it's not only yourself you kill but also me and us
Us, us, us....

**5. *Smoking near children*, from the Department of Health,
United Kingdom (40 secs)**

If you smoke around children, they smoke too.

Every year thousands of children have to go to hospital because
of breathing other people's cigarette smoke.

Protect children

Don't make them breathe cigarette smoke

**6. *The fashion of the future, consider it today* from the
Ministry of Natural Resources, Russian Federation (30 secs)**

The fashion of the future, consider it today

**7. *Funniest home videos*, from the Consumer Safety Institute,
Netherlands (40 secs)**

Last year thousands of parents watched their children

Break bones

Suffer brain damage

Even die from falling accidents

80% of all accidents happen under parental supervision

Learn faster than they do.

**8. *The bad smell* by West Tesoma Kindergarten with
Pirkinmaa Film Centre, Finland (2 mins 52 secs)**

This is the town of Goldbury
Every day the inhabitants drive their cars to work
And elsewhere as well

"Good morning"!
"Morning"

Cars dash here and there
Their exhaust pipes puffing away

All the exhaust gas flies up and spreads around
It fills up every place

Everything has turned grey
This looks too gloomy
It is hard to breathe here

It smells really bad

The nasty clouds float across the woods of Goldbury

And hit the nose of an old owl

Something horrible is happening
The whole town goes cough, cough

Now it's time for action

The owl flies to his inventors den
He begins to do some mysterious carpentry work

"May I introduce you to Ahmed the Glutton

The favourite food of the Glutton is black clouds”

The black specks slide down into his tummy and turn into flowers

The Glutton gets a whiff of his favourite food and rushes

“Good clouds”

Soon the town had changed completely

“Thanks owl! It smells good here again”

The owl smiled contentedly on his branch.

9. Video News Release, made by WHO/Europe, June 2004

Environmental hazards account for a third of all death, disease and injury among children in the European Region. Every year 100,000 European children die from environmental exposures and injury. This startling figure was revealed as countries across Europe prepare for the Fourth Ministerial Conference on Environment and Health, convened in Budapest by the World Health Organization’s Regional Office for Europe. WHO is concerned by what they found in the study:

Dr ROBERTO BERTOLLINI, WHO/EUROPE

“What we found was that depending on the country also on the population group in which we were carrying out the study, that between one third and one sixth of the total diseases, the total burden for disease of children, could be attributed to environmental risks and environmental hazards and the most important thing is that these hazards can be prevented, can be avoided, and the children can be protected.”

Preparations for this ministerial meeting have been underway for the last five years. At Budapest the big question will be, “How long can we allow our children to be exposed to environmental contamination to the degree they are today and what measures should be taken?” The theme of the Conference is “the future for our children”. Ministers are expected to endorse a children’s environment and health action plan for Europe and agree priority goals across the WHO European Region.

DR MARC DANZON, REGIONAL DIRECTOR, WHO/EUROPE

“It’s a responsibility that is in the mind of every decision-maker I am sure, to feel that you have really to be careful of what we do today and plan for the future, otherwise there will be a catastrophe in the future”

Children are particularly vulnerable because they are growing and developing and they cannot eliminate toxic pollutants in the same way that adults can.

The hazards that affect children’s health are numerous. Traffic fumes are linked to allergy and asthma, both running at record levels.

Cars cause serious accident and injury and children walk and cycle less, which means they are getting fatter and not fitter. Children are exposed to pollution indoors through carcinogenic chemicals and through smoking.

VOX POP young person

“I hate it basically, I feel I have to carry my inhaler wherever I am because it can hit just any time, any place so and when it

does, it's a matter of seconds and you can't breathe so you're kind of handicapped."

Modern life exposes children and young people to many things whose long term effects are not yet certain, particularly chemicals.

Dr ROBERTO BERTOLLINI, WHO/EUROPE

"It's very complex to analyse and understand the effects of both single chemicals and also combination of chemicals, combination of risk factors, and therefore in some cases, although we don't know the exactly the effect of specific conditions, we need to be cautious, we need to apply precaution, we need to develop policies which take into account available evidence and in the presence of a big risk or I mean, the potential of a big risk, we decide to protect the population first, rather than other interests. "

Disease is also linked to unsafe water and sanitation, and in parts of Europe, a regular and safe supply of water is still not available.

By 2007 each of the 52 Member States in WHO Europe should have produced their own national action plans. The goal is to protect the future for our children.

10. Public service announcement from WHO/Europe

Lena is 5. Her life span should be about 79 years. But environmental hazards are affecting children's health – through polluted air, unsafe water, chemicals and injuries. Ministers of health and environment from across the European Region are meeting together in Budapest to take action with the World Health Organization. Their aim is to protect the future for our children.



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