Are you a pill-popper?

Unfortunately most Americans are... and that may lead to health problems.
Your Audience should **beware** of the **OVERUSE** of medications.

**20 SECOND VERSION OF TV SPOT**

ANNCR: Look at your medicine cabinet and judge...

Are we becoming a land of strong pills and weak people?

Stop being a pill-popper and think!

Drugging your pains and your problems is not your answer.

Maintaining good health through natural methods is!

ANNCR: A public service message from the American Chiropractic Association.

**FREE** PUBLIC SERVICE RADIO & TV SPOTS

ORDER CARD INSIDE

Many stations throughout the U.S. have received this Public Service Award for their cooperation.

Each year the American Chiropractic Association and local chiropractic societies recognize radio and television stations which indicate sincere interest in the health and welfare of their community through education and information. Stations and individuals honored are presented with the ACA Public Service Award.
When most people think of drugs, they think of the "hard stuff"—and most everyone would agree that this is a health hazard. But what most people overlook is the danger of "ordinary medications."

From birth, we are subjected to pills, pills and more pills. We even have our own stockpile of them in our medicine cabinets. And we take them, many times without consultation, oftentimes without knowing how various medications will interact with each other.

The result: overmedication; side effects; iatrogenic diseases; yes, even death. More than 100,000 people die each year from drug-induced illnesses.

There is no doubt about it, we are a drug-oriented society. And the biggest health threat in frequency and numbers are the pills found in everyone's medicine cabinet.

FREE!

60 SECOND AND 30 SECOND SPOTS
This Public Service campaign is aimed at making your audience more aware of this Health Hazard.

Not only are these excellent messages, the production is outstanding. A whimsical animated approach to a serious problem.

This prize-winning campaign is available to you on film with optical sound track. 60-second and 20-second versions come to you on a single reel for easy auditioning.

A campaign with a flair. A message with a purpose. Unlike most public service spots, these are certainly not dull or unimaginative. No doubt that one of the reasons this campaign has won numerous national awards.

Campaign contains three 60-second and four 30-second spots which come to you on 7 1/2 p.ree-to-reel tape.

A public service message in behalf of better health from the American Chiropractic Association.

A special report on ditching your pains and your problems.

Drugging your pains and your problems is not your answer. Maintaining good health through natural methods is.

All conscientious health authorities, whatever their specialty, are concerned with the consumer’s lack of understanding of the use of medications. They are concerned with the desire to try to cover the symptomatic pain of a health problem with a drug, rather than seeking professional help that can cure the cause. They are concerned with the consumer’s tendency to try to find an easy way without regard to dangerous dosages, detrimental side effects and hazardous combinations of medications.

There is only one way to remedy the situation—sound public information. You can help.

Free Radio Spots Produced Spots on Tape

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A public service message in behalf of better health from the American Chiropractic Association.
ANNCR: Let’s listen to the pill-poppers.
MUSIC: (POPPING-TYPE)
MOTHER: (BABY TALK) Aw... baby’s got the sniffles. Well, mommy will take care of that — let me see — if I give you half of the adult portion of a cold pill, I guess that will be alright. Maybe if I give you a full dose, it’ll work twice as fast.
MUSIC: (POPPING-TYPE)
MALE: (OLDER) Let’s see now, Martha. If according to the directions you’re supposed to take this blue pill before meals and the red pill after meals... and the white pill in-between meals... then when are you supposed to take the red, white and blue pill?
MUSIC: (UP & OUT)
ANNCR: Yes, listen to the pill-poppers trying to drug away their pains and problems. Too bad they don’t realize that an estimated one million people are admitted to U.S. hospitals each year because of drug-induced illnesses, and an estimated 100,000 die each year from drug-contributing illnesses. Too bad they don’t look for good health through natural methods, instead of trying to drug their problems away.
TAG: A public service message in behalf of better health from the American Chiropractic Association.
ANNCR: Let's listen to what the teenagers have to say about drugs!

MUSIC: (POPPING-TYPE)

MALE TEENAGER: They call us the drug generation. Yet, it's the adults, not most of the kids, that are all hung-up on pills. Did you ever look at the medicine cabinets in most homes?

MUSIC: (POPPING-TYPE)

MALE TEENAGER: I don't think my mom can start or end a day without some kind of pill. On one hand, she condemns the "hopped-up hippies" — while on the other, she's doing the same thing... and doesn't even know it!

MUSIC: (UP & OUT)

ANNCR: Yes, listen — and you realize that the teenagers have no monopoly on pill-popping. Too bad their parents don't realize that 90% of all drugs and medications are used unnecessarily... Many are habit-forming, requiring greater and greater dosages for effectiveness... Many drugs give harmful side effects and can be fatal. Too bad they don't look for good health through natural methods, instead of drugging away their problems.

TAG: A public service message in behalf of better health from the American Chiropractic Association.
ANNCR: Let's listen to the pill-poppers!
MUSIC: (POPPING-TYPE)
MOTHER: Oh... you've got an upset stomach. Isn't that too bad. Now, let me just go see what I've got in my medicine cabinet. With all the pills, surely, I must have something.
MUSIC: (POPPING-TYPE)
MALE: Wow! Have I got a cold! Maybe if I take one of those time capsules. Now let me see... were those the red ones, or the yellow ones or the white ones with the blue polka-dots.
MUSIC: (UP & OUT)
ANNCR: Yes, listen to the pill-poppers trying to drug away their pains and problems. Too bad so many people are so careless about their health. Too bad they don't realize 90% of all drugs and medications are used unnecessarily. That they don't realize the serious consequences that come from abusive use of drugs and medications... including harmful side effects. Too bad they don't look for good health through natural methods, instead of drugging away their problems.
TAG: A public service message in behalf of better health from the American Chiropractic Association.
ANNCR: Let’s listen to the pill-poppers.
MUSIC: (POPPING-TYPE)
MALE: I’m confused. There are up pills, down pills, go pills, and stop pills . . . Morning pills, afternoon pills, evening pills and night pills. Pain pills, sex pills, emotion pills . . . even flight pills . . . (UNDER) . . . Tension pills . . . diet pills.
MUSIC: (UP AND OUT)
ANNCR: There are pills for everything, and 90% are used unnecessarily . . . even worse recklessly. Too bad pill-poppers don’t realize that serious consequences come from abusive use of drugs and medications . . . Like illness. Like death!
TAG: A public service message from the American Chiropractic Association.
ANNCR: Let’s listen to the pill-poppers.
MUSIC: (POPPING-TYPE)
MALE: Every salesman’s under pressure — that’s part of our business. But you oughta see my boss. He’s got a pill to pep him up when business is down, and pills to slow him down when business is up. I don’t know what he’ll do when the economy levels off.
MUSIC: (UP & OUT)
ANNCR: Next time you get ready to pop a pill in your mouth, remember that an estimated one million patients are admitted to hospitals each year because of drug-induced illnesses. Drugs can be habit-forming . . . and fatal.
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TAG: A public service message from the American Chiropractic Association.
A PUBLIC SERVICE MESSAGE

animated

tv spot

IN COLOR...

Don't Be A Pill Popper

available

FREE
Look at your medicine cabinet...
There are round pills, square pills,
Sleep pills...
The land of strong pills and weak people...
Aw, come on!
Stop being a pill popper and think! Drugging your pains and your problems is NOT your answer.
Maintaining good health through natural methods is!
(A sound of glass breaking)
A public service message in behalf of better health from the American Chiropractic Association.
Look at your medicine cabinet and judge . . .

Are we becoming a land of strong pills and weak people?

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