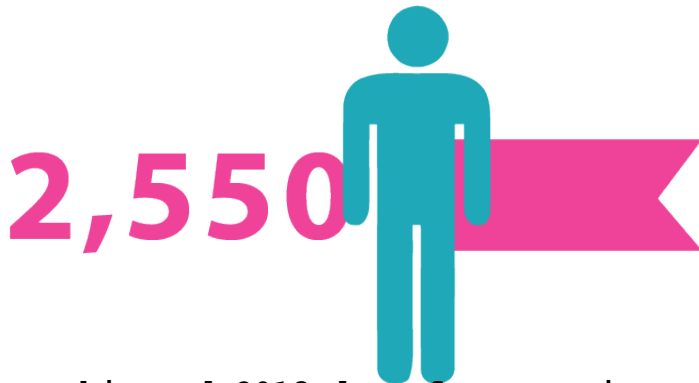


**Title: The Burden of Cancer in the United States**  
**Style: 2D Infographic Video (5 minutes max)**

VIDEO	AUDIO
 <p>Intro logo</p>	<p>Sound efx or logo sting</p>
<p>LS: (Wide Shot)  <del>2D character walks into the screen from the right hand side. Words animate onto the screen. DID YOU KNOW? Character looks up at huge words on the screen.</del></p>	<p><b>Did you know that</b></p>
<p>LS:  <del>Words animate in: INVASIVE flanked next to the breast cancer graphic that is already predesigned. Show character running inside a clock to represent clock hands/time/lifetime.</del>  <b>8 Chars below the words and one highlights into pink on and off/switches back and forth</b></p>	<p>about 1 in 8 U.S. women (about 12.4%) will develop invasive breast cancer over the course of her lifetime?</p>
<p><del>Ribbon swishes/transition to show the next slide and reveals the year 2018. Then the character stands in the middle of a circle as 2018, 120 and 63,960 get formed around her in this circle border. This circle then morphs Char morphs into the invasive and non-invasive predesigned graphic smack dab center.</del></p>	<p>In 2018 <b>alone</b>, an estimated 266,120 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 63,960 new cases of non-invasive (in situ) breast cancer.</p>



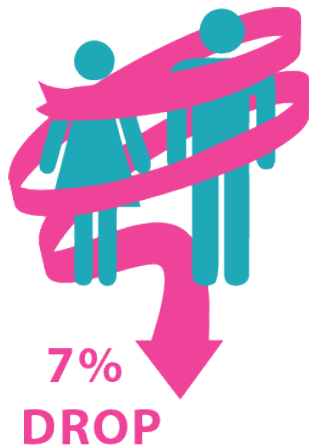
Ribbon collapses and morphs to the next ribbon on predesigned 2,550



graphic and 2018 date from previous scene, and then populates screen with many icon men and then pink indicate one of the men from that group.


About 2,550 new cases of invasive breast cancer are expected to be diagnosed in men in 2018. A man's lifetime risk of breast cancer is about 1 in 1,000.

Leave one man on screen then flank



with US map and words in it 2,000.

Breast cancer incidence rates in the U.S. began decreasing in the year 2000, after increasing for the previous two decades. They dropped by 7% from 2002 to 2003 alone. One theory is that this decrease was partially due to the reduced use of hormone replacement therapy (HRT) by women after the results of a large study called the Women's Health Initiative were published in 2002. These results suggested a connection between HRT and increased breast cancer risk.

<p>Then using the predesigned 7% graphic, tie a man and woman with the ribbon and show the 7% text.</p> <p>Show magnifying glass hovering on the graphic and line indicator supports the words HRT, then another indicator with line showing published doc. Then large equal sign that shows HRT/Breast Cancer.</p>	
 <p>Glass then swivels to show a CU of man crying besides a grave, then the image zooms out to reveal the entire predesigned graphic. Dated shape with the year 1989 fly's in as the grave scene zooms out and then a timeline of ladies with ages animates below it.</p>	<p>About 40,920 women in the U.S. are expected to die in 2018 from breast cancer, though death rates have been decreasing since 1989. Women under 50 have experienced larger decreases.</p>
<p>Typography titles for treatment advances, earlier detection through screening, and increased awareness.</p>	<p>These decreases are thought to be the result of treatment advances, earlier detection through screening, and increased awareness.</p>
<p>US Map animates back in with a wipe transition from the previous scene, then the ribbons populate the map, then show ANY OTHER CANCER encompassing hands holding a dozen cancers, like a fist of them, from pancreatic, to ovarian, to skin cancers, etc...</p>	<p>For women in the U.S., breast cancer death rates are higher than those for any other cancer, besides lung cancer.</p>
<p>Show a UI search bar, and words typing in SKIN CANCER...then a larger magnifying glass wipes the previous out to magnify a cancer pink ribbon as predesigned:</p>	<p>Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women. In 2017, it's estimated that about 30% of newly diagnosed cancers in women will be breast cancers.</p>

# BREAST CANCER



Show a woman graphic in this section and make the graph arrows break out to show woman icon, words 2017 and 30%.

Insert the timeline used in some scene above, and morph lady from previous scene into the predesigned African American graphic:

## AFRICAN AMERICAN



Next add the different women/races on screen with down graph, and fit all three graphics into the screen space, namely; the timeline, African American graphic and the graph.

In this scene, let us morph the African American image into a watch with a cancer ribbon, this watch will rep time, 2018, then next to the watch or behind watch,

In women under 45, breast cancer is more common in African-American women than white women. Overall, African-American women are more likely to die of breast cancer. For Asian, Hispanic, and Native-American women, the risk of developing and dying from breast cancer is lower.

As of January 2018, there are more than 3.1 million women with a history of breast cancer in the U.S. This includes women currently being treated and women who have finished treatment.



let us populate screen with dimmed out ladies icons, then have typography that shows BEING TREATED and FINISHED TREATMENT

The ribbon in previous scene will then morph into a love heart with a family of three females within it.



Then a 15% kinetic text will animate in with words next to it: 'Women'

This section will use an infographic layout where we shall have a dominant gene graphic:

A woman's risk of breast cancer nearly doubles if she has a first-degree relative (mother, sister, daughter) who has been diagnosed with breast cancer. Less than 15% of women who get breast cancer have a family member diagnosed with it.

About 5-10% of breast cancers can be linked to gene mutations (abnormal changes) inherited from one's mother or father. Mutations of the BRCA1 and BRCA2 genes are the most common. On average, women with a BRCA1 mutation have a 55-65% lifetime risk of developing breast cancer. For women with a BRCA2 mutation, the risk is 45%. Breast cancer that is positive for the BRCA1 or BRCA2 mutations tends to



at the center and then around it have oscillating points kind of bullet points but "snazzy" ones that support this long text part on BRCA.

Let us animate bars of a graph animating in from different angles and erasing previous scene with 85% indicated clearly.



Then isolate the cancer bar and show some infographical line indicator's that support three statements that include:

1. Mutations
2. Aging
3. Life

Turn one of the line indicators into the head/morph into the lady inside the female symbol:

develop more often in younger women. An increased ovarian cancer risk is also associated with these genetic mutations. In men, BRCA2 mutations are associated with a lifetime breast cancer risk of about 6.8%; BRCA1 mutations are a less frequent cause of breast cancer in men.

About 85% of breast cancers occur in women who have no family history of breast cancer. These occur due to genetic mutations that happen as a result of the aging process and life in general, rather than inherited mutations.



Then on screen text to show  
"gender" and "age"

Text on screen, call to action.

The most significant risk factors for breast cancer are gender (being a woman) and age (growing older).

Your Support Means Help for  
Millions of Women. **Get Involved.**  
[www.bcrf.org](http://www.bcrf.org)