

Update - Client Brief

Monday 5th December

New script:

Street:

I've been a prostate cancer patient
I'm a survivor for seven years
It runs in my family
I got early diagnosis.

Theatre

There's been a lot of theories about why it's so high in black men,
is it to do with our diet
is it to do with our lifestyle
we don't know
but one thing we do know, it's hereditary
it's something that runs in my family.
My dad had p. Cancer when he was 61
He got treated and he lived for another 30 years

Cancer is one of those taboo subjects
Our people don't like to talk about
the earlier the diagnosis
The better chance you have
Of making a recovery

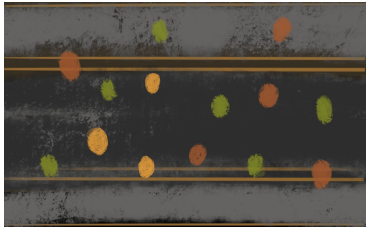
Changes

Keeping/re-using:

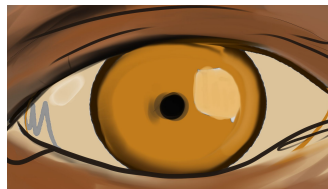
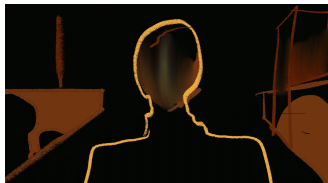
- highlighting people in the **risk category**, but straight in the beginning
- THE STREET (beginning) - but not so detailed perhaps?
- The plant (
- The DNA
- The stopwatch sand clock
-

Not using:

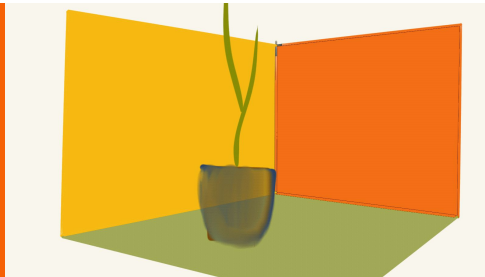
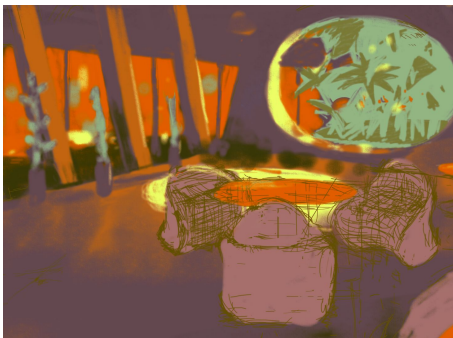
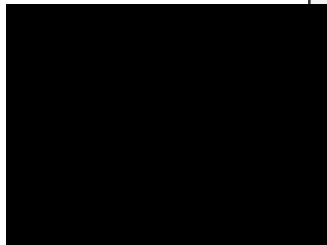
- Unreal Engine
- When I talk to younger men than myself (the image that we used we use for something else.)
-



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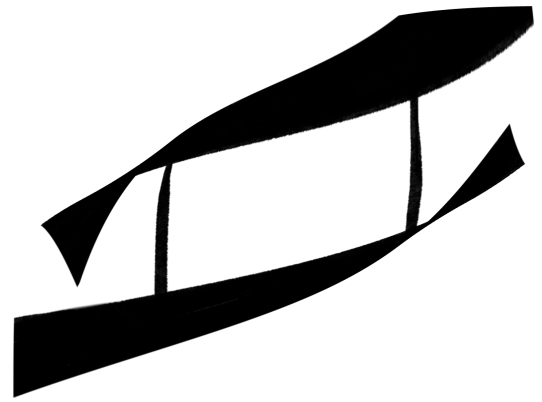


I've been a prostate cancer patient

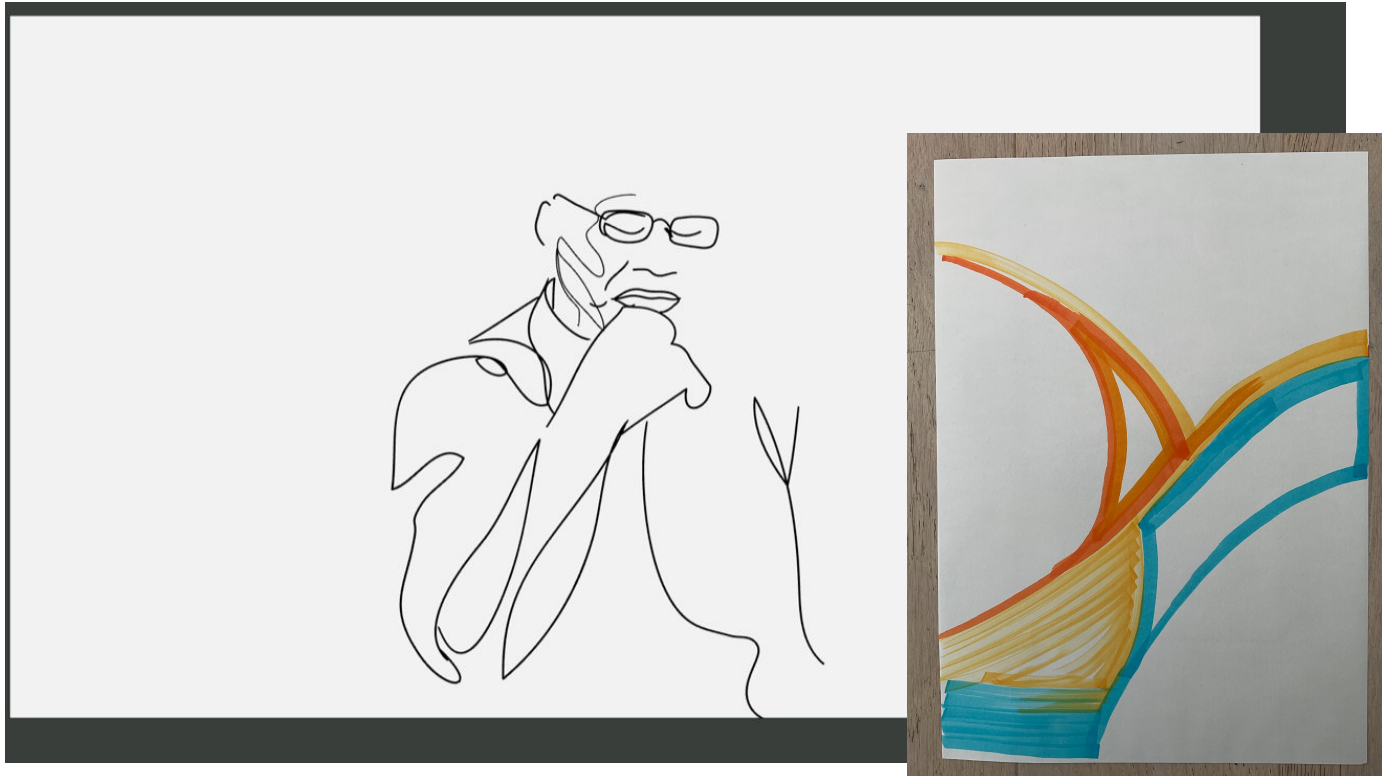


Our people dont like to talk about

Cancer is one of these taboo subjects where

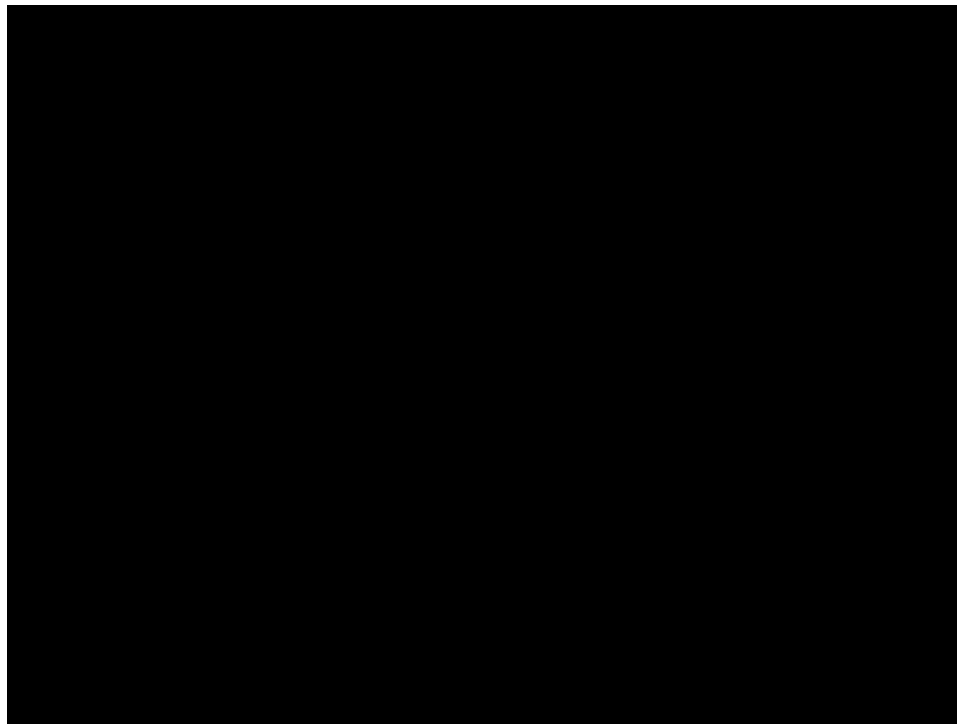


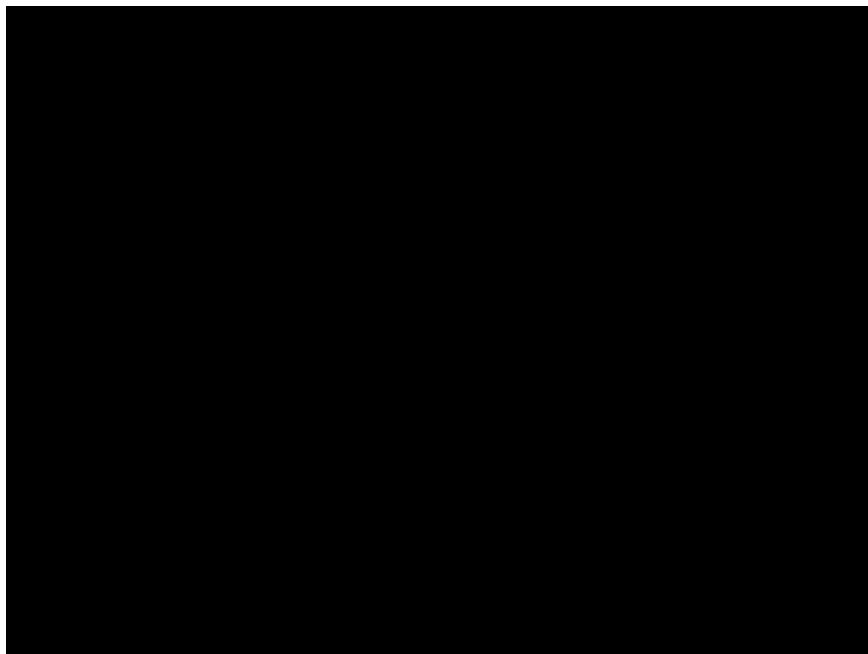
There's a been a lot of theories about why is it so high in black men, is it to do with our diet,
Is it to do with our lifestyle



We don't know

preview without visuals





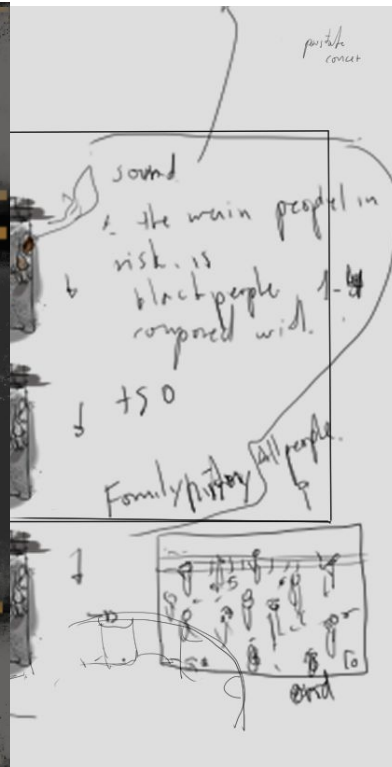
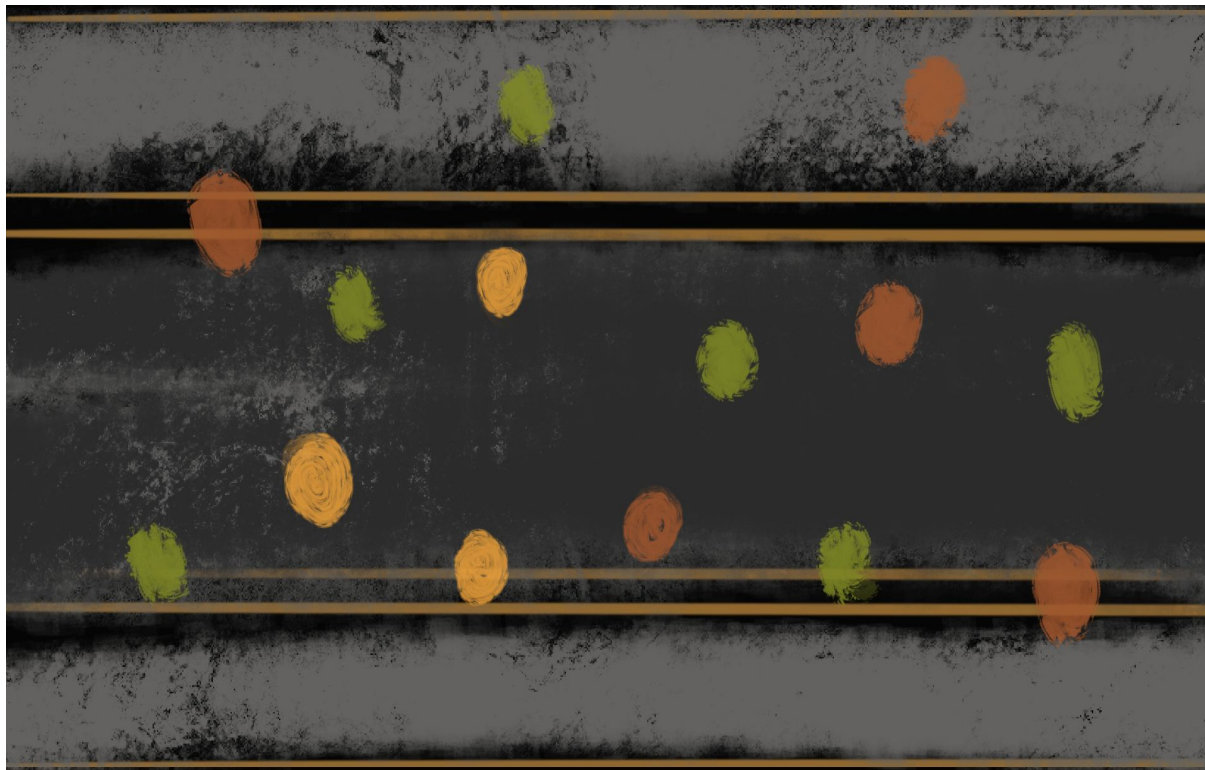
STATISTICS

<https://www.england.nhs.uk/blog/time-to-talk-about-the-prostate-cancer-risk-in-black-men-and-what-we-can-do-about-it/>

Prostate cancer is the most common cancer in men in the UK. Although it affects all men, black men are 2-3 times more likely to develop this cancer than their white counterparts. The death rate is twice as high. Furthermore, black men are more likely to develop prostate cancer at a younger age.

(...)





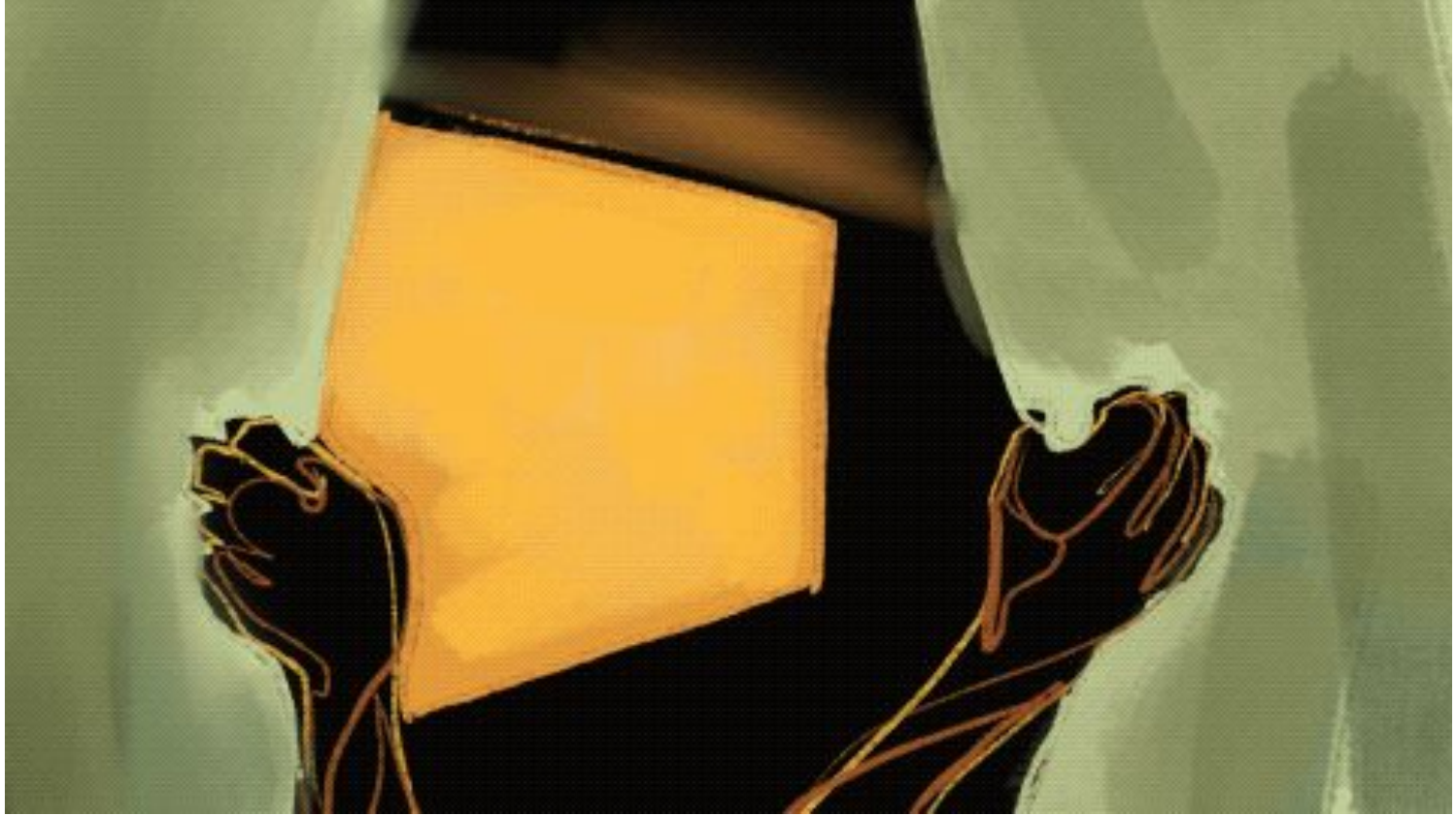
I've been a prostate cancer patient



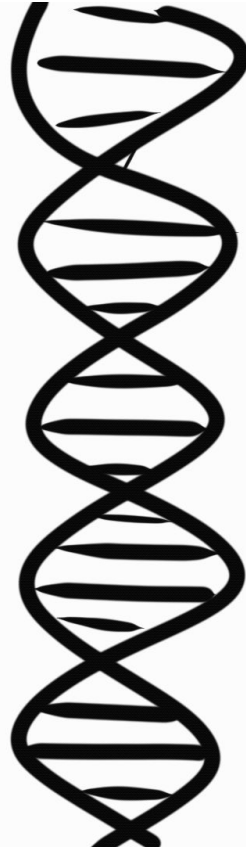
I'm a survivor for seven years



It runs in my family



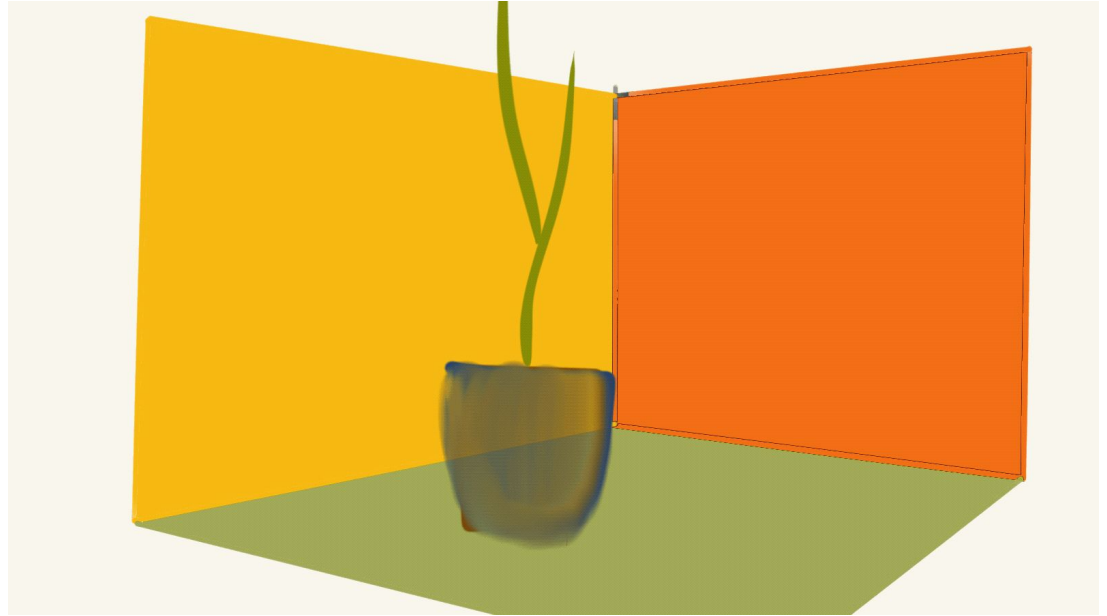
I got early diagnosis



But one thing we DO know
: It is hereditary



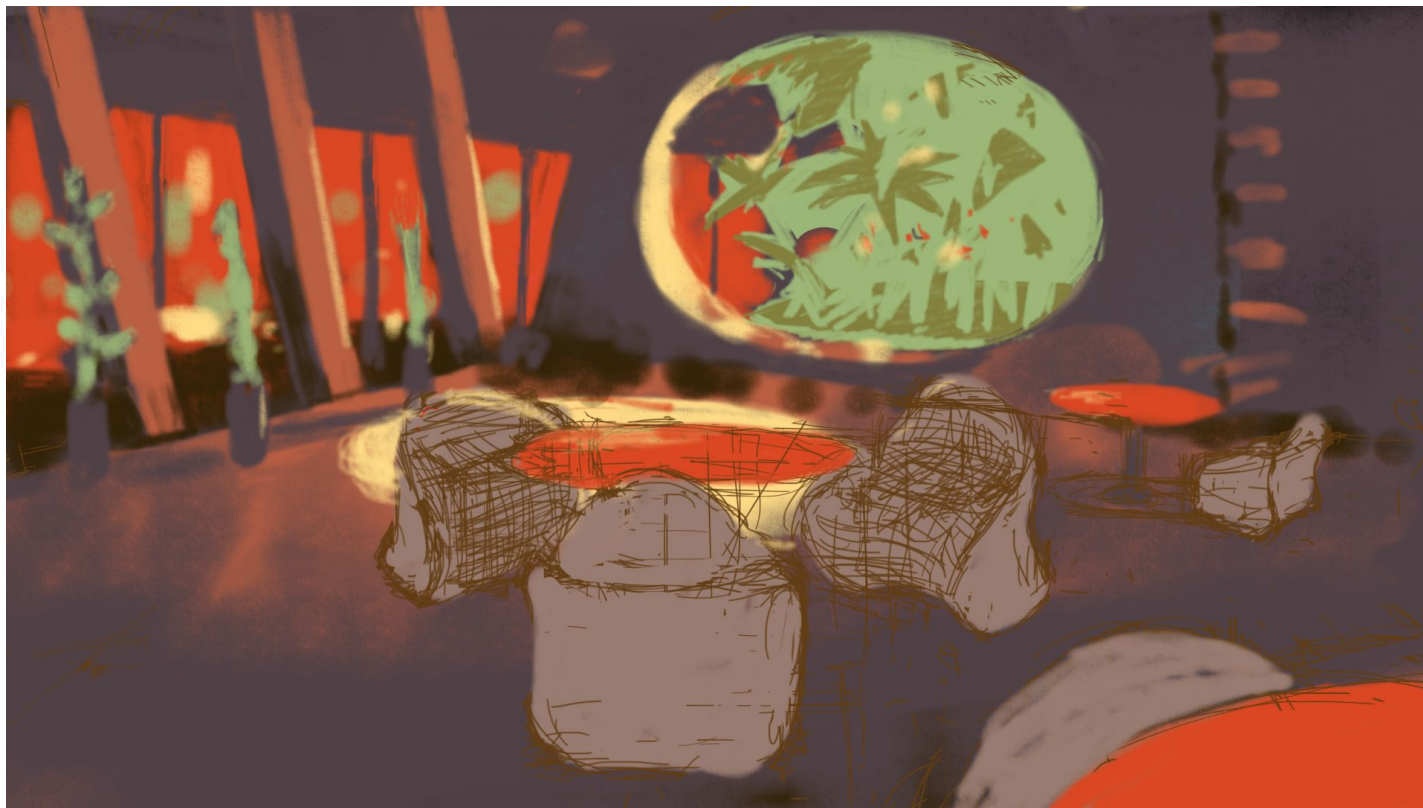
My dad had prostate cancer when he was 61,



He got treated and lived for another 30 years



The importance of being diagnosed early



Cancer is one of those taboo subjects



Our people don't look/want to talk about



Beginning?

The startled bit works

The earlier the diagnosis



The better chance you have of making a recovery.

