

RADIO SPOTS for National Healthcare Decisions Day

:30 SECONDS

Gentle, hopeful music playing in the background

Announcer (Warm & inviting): Life can be unpredictable. Are you prepared?

(Music dips slightly for a beat)

Announcer (Direct): Imagine a situation where you can't speak for yourself. Who would make your healthcare decisions?

Announcer (Clear): National Healthcare Decisions Day on April 16th is a great time to choose a healthcare proxy – someone you trust completely.

(Music rises slightly)

Announcer (Encouraging): Talk about your values, your wishes for care. Don't wait, take charge!

Announcer (Direct): Visit [your website address] or www.nhdd.org for resources. Start a conversation today.

(Music swells slightly then fades)

Announcer (Sincere): This message brought to you by [sponsoring organization(s)].

:60 SECONDS

Gentle, hopeful music playing in the background

Announcer (Warm & inviting): Life throws curveballs, but you can be ready. April 16th is National Healthcare Decisions Day - a perfect time to start a conversation that matters.

Announcer (Direct): Imagine a situation where you can't speak for yourself. Who would you trust to make critical healthcare decisions based on your wishes?

Music dips slightly for a beat

Announcer (Clear): This is a great time to choose a healthcare proxy - someone you trust completely to understand your values and preferences.

Music rises slightly

Announcer (Encouraging): This conversation might seem heavy, but it can be empowering. Talk about your values, your wishes for care, and anything else that feels important.

Announcer (Direct): Having a healthcare proxy and open communication is key to ensuring your voice is heard and you get the care that works for you, even when you can't speak for yourself.

Music swells slightly

Announcer (Inspiring): National Healthcare Decisions Day is your reminder to take charge. Visit [your website address] or www.nhdd.org for resources and tools to get started. Start a conversation that matters today.

Announcer (Sincere): This message brought to you by [sponsoring organization(s)].