MUSLIM WOMEN’S HEALTH
CONCEPT 1
A home without a mother is just a house

It is early morning in a suburban home. Camera captures a scene of disorder and confusion. A young Dad is searching through his tie rack trying to choose a tie. A little boy at the breakfast table is attempting to finish his schoolwork without much success. He looks sad. His younger sister is struggling to wear her school uniform but her head gets stuck in the sleeve. They yell out together.

Dad & Kids: MAAAMAAA!!!

The door opens and the Mom walks in, all ready for work. She’s calm and confident and with an efficient sweep of her hands selects a tie for her husband; looks over her son’s schoolbook and easily corrects his mistake; and straightens her daughter’s uniform. Peace and order replaces the earlier racket.

VO: Your family can't lose you even for a minute. Imagine a lifetime. Safeguard your health by regular screening for breast and cervical cancers. Cancer can be treated successfully if detected at an early stage.

Last shot of the whole family happily heading out of home, the parents to their individual offices and the kids to school.

SUPER: Talk to your doctor and schedule breast and cervical cancer screening today.
A home without a mother is just a house - Print

DON’T LET CANCER CUT YOU OUT OF THE PICTURE

Take control of your health, and talk to your doctor about breast and cervical cancer. Routine screening is the best defense.

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A Flower Blooms

Lovely time-lapse film shows a flowering plant. It begins as a small shoot then grows, forming stems and leaves; the leaves bear a bud that gently opens into a flower.

A tiny dark patch appears on one of the petals and spreads slowly turning the whole petal black.

FVO: Breast and cervical cancer can affect anyone, anytime. But you can take control, play an active role and protect your health.

A woman’s hand comes into the frame and breaks off the diseased petal.

The diseased petal slowly falls. The now healthy flower continues to bloom as a ray of light shines on the plant in a heavenly glow.

FVO [continues]: Routine breast and cervical cancer screening and early treatment are your best defenses against cancer. Speak to your doctor and schedule a screening today.

End shot of a young Muslim mother as she gathers a bunch of white flowers and artistically arranges them in a vase, while her little daughter watches her delightfully.
Breast and cervical cancer can affect anyone, anytime. Routine screening and early diagnosis are the best defense.

Don’t let cancer damage your beautiful life.
CONCEPT 3
Because we love our Queen Bee

Open on children’s’ bedroom. A young mother is putting away laundry and watches as her husband reads to the kids.

The story is about honeybees. He points to the images in the book.

Abbu: The bee community serves to look after the queen bee.

Close up of images in the book.

Little Ayesha: And why is that, Abbu-jan?

Cut to close up of the kids’ faces, as they listen attentively.

Abbu: Because the queen bee is the soul of the beehive. Without her, the bee colony cannot exist. A healthy queen means a strong and productive hive.

Little Aatif: Just like our home, Abbu-jan. If Ami-jan is fine, all the world’s fine.

Camera shifts to focus on the young mother, her face glowing with happiness.

MVO: Being the queen bee of your family comes with certain responsibilities. Take charge of your health, not only for yourself but also for your loved ones. With routine screening for breast and cervical cancer, preventive health care is your best protection against cancer.

End shot of the whole family gathered together around the mother.
As the queen bee of your family you have some responsibilities

Make sure you’re there for your loved ones. With routine screening for breast and cervical cancer you can safeguard your health – for yourself and your family.

CONCEPT 4
The film shows a day in the life of Yasmin Mogahed. It shows the young woman in front of her computer, fingers tapping away at the keyboard; talking into a microphone in a radio station; at a book-signing event in a store; and getting into a car and driving.

Finally the camera focuses on her face, and we see Yasmin, smiling confidently into the camera.

Yasmin: My faith guides me to follow my dreams. My body enables me in that pursuit. I won’t let breast and cervical cancer get in my way.

Cut to Yasmin sitting in her doctor’s office, listening and smiling, as her doctor gives her a clean bill of health.

Yasmin: A 10-minute screening could make all the difference. Routine breast and cervical cancer screening is the best prevention.

SUPER: Talk to your doctor and schedule breast and cervical cancer screening today.
“My faith guides me to follow my dreams. My body enables me in that pursuit.”

Yasmin Mogahed
Author and international speaker

I TAKE CONTROL OF MY HEALTH.
A FEW MINUTES COULD SAVE MY LIFE.
REGULAR BREAST AND CERVICAL CANCER SCREENING AND EARLY TREATMENT REDUCES CANCER FATALITY.

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A journey to hope - Cancer Survivor

The film is a visual montage of a young Muslim teacher - capturing a day in her life. The montage includes shots of her in front of her computer as she prepares her class notes; in the classroom handing papers to her students; happy students gathered around her after class; her in car, backing out of a parking space; her at home garnishing a sumptuous-looking Knefe [Middle Eastern dessert] before placing it on the dinner table, while her husband lays the table; her and husband helping the kids with their homework. Camera zoom out on family under warm beautiful light.

Nafisa VO: This year I battled breast cancer and won. I’m now living the best possible life I can. My greatest inspiration has been my faith and my family. I didn’t let breast and cervical cancer take away my smile.

Cut to Nafisa smiling confidently into the camera.

Nafisa: A 10-minute screening could make all the difference. Routine breast and cervical cancer screening is the best prevention. 

Cut to Nafisa sitting in her doctor’s office, listening and smiling, as her doctor gives her a clean bill of health.

SUPER: Talk to your doctor and schedule breast and cervical cancer screening today.
“My faith gave me the strength. Early screening gave me the advantage in my treatment.”

Nafisa Quereshi
Iranian-American. Daughter, mother, wife, teacher, and passionate advocate of Muslim Women’s Health & Wellness.

TAKE CONTROL OF YOUR HEALTH, A FEW MINUTES COULD SAVE YOUR LIFE. REGULAR BREAST AND CERVICAL CANCER SCREENING AND EARLY TREATMENT REDUCES CANCER FATALITY.
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