



TV

# UNITED NATIONS NATIONS UNIES

UN IN ACTION

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Languages: English, French, Spanish, Russian

## SOUTH AFRICA: SPORT AND MUSIC UNITE AGAINST TUBERCULOSIS

### VIDEO

STUDENTS DRUM ON THEIR  
DESKS AS CRAIG DAVID SINGS

### AUDIO

NATSOT

### NARRATION

It's often the rhythm that unites people ...  
and Craig David is doing what he does best  
to tap the message that tuberculosis can be  
successfully treated. Singing and getting  
schoolchildren to talk about TB. (12.4")

CRAIG ON CAMERA

CRAIG DAVID: (English) **M**

*"Have any of you suffered from  
tuberculosis, or do you know friends who  
suffered from tuberculosis?" (15")*

HERMANIQUE ON CAMERA

STUDENT: (English) **F**

*"I have. When I was nine sir. Yes, sir ... I  
went to the hospital sir because I was  
sweating a lot." (12")*

CRAIG SPEAKS TO STUDENTS IN  
CLASSROOM / PEOPLE WALK  
OUTSIDE CLINIC

### NARRATION

Tuberculosis often carries with it a strong  
stigma ... and it's brave to stand up to the

CRAIG APEAKS TO STUDENTS IN  
LARGE AUDITORIUM / CHILDREN  
IN SLUM / CRAIG PERFORMS AT  
JAZZ CLUB

disease. The crucial step is to be tested  
and treated straight away. And this is the  
message Craig David carried from the  
schools ... to the homes ... to the jazz  
clubs of Cape Town. (30")

CRAIG SPEAKS ON STAGE AT  
JAZZ CLUB

CRAIG DAVID: (English) **M**

*"It's just one of those things you don't need  
to be ashamed about if you contract  
tuberculosis. There's a cure for it. You just  
need to continue taking the medication.  
Don't stop taking the medication". (9")*

CRAIG PERFORMS

NARRATION

CRAIG SPEAKS TO PEOPLE  
OUTSIDE THEIR HOMES

Spreading the message through music and  
speaking to people in their homes is  
making a difference in South Africa, where  
300,000 people a year are infected with TB,  
says Nulda Beyers of the Desmond Tutu  
TB Centre. (15")

PEOPLE IN STREETS

NULDA BEYERS: (English) **F**

BEYERS ON CAMERA

*"If we go into people's house and tell  
people about TB and HIV, people are  
willing to be tested. People are anxious  
about their children; people want to  
improve their lives." (15")*

CRAIG DAVID AT FOOTBALL  
STADIUM / POSING FOR  
PICTURES WITH FANS / KICKING  
FOOTBALL

NARRATION

With a buzz around South Africa hosting  
the 2010 FIFA Soccer World Cup, there's  
also the reality that sport can make a  
difference. (11")

CRAIG PLAYS FOOTBALL IN  
STREET WITH CHILDREN

Uniting people through sport and music is a way of bringing home the message that TB can be treated. (9")

CRAIG DAVID ON CAMERA

CRAIG DAVID: (English) **M**

*"When you talk about football the excitement that goes on ... you talk about music, the excitement ... you sing a song someone knows, the excitement ... and I think it's conjuring up that kind of enthusiasm and linking it to the message that will make the awareness."* (17.6")

CRAIG DAVID PERFORMS AT  
SCHOOL AUDITORIUM

NARRATION

Wherever Craig David performed, it was clear that he enthralled the audience through his music. (9.2")

CRAIG ON CAMERA

CRAIG DAVID: (English) **M**

*"I found that if you connect with the right song, with the right message, it makes an impact. Some of the biggest politicians can stand on a podium and preach to the nation and tell the world what they feel, but one song can touch millions and millions of people at the same time and have such a positive effect."* (19.4")

CRAIG DAVID PERFORMS

NARRATION

Giving young people something they can relate to – in a bid to save the lives of more people around the world and turn the tide against tuberculosis. (9.6)

AUDIENCE APPLAUDS

UN LOGO

This report was prepared by Debra  
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