**CLIENT:** DHSS

**PROJECT:** Syphilis Women Pandora Script and Banner

**DATE:** 7.6.21

**CREATIVE DIRECTOR:** Nick Walden

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BANNER IMAGE

Pregnant woman holding/looking/smiling at baby bump

BANNER IMAGE COPY

Don’t wait for the unexpected when you’re expecting.

Test for syphilis during your first and third trimester.

Get Tested. Take Control.

VO TALENT

AA woman, early 30s, warm, caring, encouraging

SCRIPT

When you’re expecting, syphilis may be the last thing you expect. But congenital syphilis is on the rise, and if left untreated, it can have harmful effects on you and your baby. You can have syphilis without having any symptoms, so it’s important to get tested during the first and third trimesters of your pregnancy. Syphilis is curable, and the earlier it’s caught, the less damage it can do. Get tested and take control. Visit Take Control M – O dot com to learn more, and keep your baby safe.