



Video Script

Brookdale Living
 Transitions Video
 MDSmith 04 23 2003

Scene	VIDEO	AUDIO
1	BLACK SCREEN BROOKDALE LOGO TITLE FADES UP: Does Your Life Still Fit Your Lifestyle?	
2	FADE UP ON MOM (SENIOR #6) DOING OUTSIDE WORK TRIMMING BUSHES – WIPING BROW, LOOKS AT WATCH. LOOKS UP AT STORM WINDOWS, (SCREEN PROPPED UP AGAINST HOUSE) AND PICKS UP BUSHEL OF YARD DEBRIS AND WALKS AWAY. 2 B groceries on back steps 2C. Second half of 2 in different clothes	MUSIC UP SFX: OUTSIDE SOUNDS BIRDS TWEETING, TRAFFIC, ETC.
3	CROSSFADE TO INTERIOR SHOT. TIGHT CLOSE UP OF MOTHER ON TELEPHONE	MUSIC UNDER MOM ON PHONE Hi honey it's mom. Listen, my hairdresser just called and changed my appointment to 2:00 Tuesday. Can you still take me? (PAUSE) Oh I see...no that's OK, I understand...(FADE OUT OVER VOICE) HOST VO Is life getting in the way of how you want to live? MUSIC OUT

4.	DISSOLVE TO CU OF HOST. SLOW ZOOM OUT	<p>OC (ON CAMERA) HOST <i>Life</i> constantly changes. It can happen by chance. Or better yet, it can happen by choice.</p> <p>Hello. I'm-----, MUSIC OUT In this video we're going to talk about when and how to make new lifestyle choices. Choices that can help make your life a little simpler and happier on the road ahead.</p>
5.	<p>CG:</p> <p>Play Create Learn new things Make new friends</p>	<p>You may have heard the term “successful aging” more than a few times. Basically, it refers to achieving a high quality of life as we age. It’s the topic of many books and studies. (PICKS UP BOOK) “Aging Well,” a book by Dr. George Vaillant, is based on an amazing 50-year Harvard University study on human development. The study showed that individual lifestyle choices play a greater role than genetics, health, race or other factors in determining how <i>happy</i> people are in <i>later life</i>.</p> <p>Dr. Vaillant concludes that these lifestyle choices revolve around seniors having the continued ability to do four simple things: Play. Create. Learn new things. And most especially, make <i>new</i> friends.</p>
6.	DISSOLVE TO: SENIOR 1 IN CHAIR OR FRONT OF PIANO (PICS ON PIANO)	<p>SENIOR #1 I stayed in the family home...myself for more than 10 years after Dick died...(GESTURES TOWARD PIC)</p> <p>At first I was able to handle most of it. But after while, even things I enjoyed, like my big garden, became more of a burden than a joy. I wasn't doing much of anything I took pleasure in anymore.</p> <p>My friends and I weren't getting together as often as we used to, and frankly I was getting a bit lonely. My kids said “Oh mom move in with us!” But that wasn't my cup of tea. I'm used to independence <i>and my own space</i>. But still. I <i>worried</i> down the road about something happening to me and</p>

		being <i>alone</i> when it happened.
7.	DISSOLVE TO SENIOR #2 (WINDSOR CHAIR IN FRONT OF DR WINOW)	SENIOR #2 We built our home more than 40 years ago and it was just a <i>lovely</i> place – perfect for us and our three children...such a beautiful river view...I kept it up very well for awhile after Leo passed away, but then it seemed like everything was breaking down at once...the water heater, the clothes dryer. And don't even get me started on the roof!
8.	FADE TO HOST	OC HOST Evaluating our own need for a lifestyle change can start with answering some simple questions:
9.	CG BUILD Is your house still right for you? Is grocery shopping and cooking harder than it used to be? Are you uncomfortable driving at night or in bad weather? Are you spending less time with friends or getting out? Do you worry about the future? Has your neighborhood changed?	For instance, is it getting harder to keep up with your house both inside an out? How about cooking, planning meals and grocery shopping? Is it less enjoyable and harder than it used to be? Do you eat healthy or find yourself choosing convenience foods too often? If you drive, are you uncomfortable driving at night or in bad weather? Does it limit your ability to spend more time with friends or to get out and do things? Do you worry about the future and being alone or a burden to your family? How about your neighborhood? Is it changing? Have many of your friends or neighbors moved on?

10.	DISSOLVE TO HUSBAND & WIFE AT KITCHEN TABLE WITH COFFEE CUPS TWO SHOT	SENIORS #3&4 (HUSB&WIFE) HUSBAND Ruth and I had been living in the same neighborhood for over 30 years. We all raised our families together. We had block parties, cook outs...it was lots of fun...
11.	WIFE NODS START SLOW ZOOM IN ON WIFE	WIFE Yes it was...and the kids all grew up and left home, as they should. And then our friends started putting their houses up for sale and moving away. The neighborhood was suddenly full of young families with kids just like it was when we first moved there. It was hard to make friends being the “old folks” in the neighborhood. I didn’t want to be “grandma” <i>to everybody!</i> I wanted a change for us and I wanted it while we were still in charge of our own destiny.
12.	CUT TO HOST MS SLOW ZOOM IN	OC HOST Change and transitions are a natural part of life. It starts the first day of kindergarten and never stops... We are creatures of habit and find comfort in familiarity. Often, it’s hard to see that what was <i>once</i> right for us, may not be right for us <i>now</i> . Quite often, it’s family members or friends that see a problem before we do. When that happens, they need to ask the direct questions – are you getting out and seeing friends, are you eating right, are you able to handle the housework? And so on.
13.	CUT TO ADULT CHILD IN FRONT OF FIREPLACE AND FAMILY PHOTOS	ADULT CHILD 1 (WOMAN) When I approached my mom about moving, she was stunned. As unhappy and lonely as

	<p>JUMP CUTS</p>	<p>she had become in that big old house, she couldn't imagine leaving the home where she and dad raised their family – not to mention that, “it was a home that had no mortgage!”</p> <p>It took some persistence, but my brothers and I convinced her that she was clinging to a past that didn't exist anymore. We wanted her to be happy and we wanted her to know that help would be close by if she ever needed it.</p> <p>But she's very determined...she agreed with us, but still didn't think a move was a good idea.</p> <p>Finally, we told her to <i>keep the house</i> and move into a senior living community for just one year. If you don't like it, OK, the house would still be waiting. We hit the right button <i>with that suggestion</i>, and thank God, mom said yes.</p>
<p>14.</p>	<p>ADULT CHILD 2 IN OFFICE IN FRONT OF COMPUTER</p> <p>SLOW ZOOM</p>	<p>ADULT CHILD 2 (MAN) It's hard to tell my dad to <i>do anything</i>. I knew he was having some problems after mom died, but I just didn't know how to help him... what to say. He values his independence, but he wasn't eating right if I wasn't around. The cupboards had very little food, mail was beginning to pile up unread, his apartment seemed dark all the time. He had very nice neighbors in his building, but they were gone most of the day. I even hired a housekeeper for him...she came two times and never showed up again.</p> <p>I didn't know what to do. I'd phone him, but if he didn't answer at night, I couldn't sleep until I knew he was safe. Finally, my wife and I sat <i>him down</i> for a heart to heart talk about what he needed to be happy. And what a surprise, he actually welcomed the conversation!</p>
<p>15.</p>	<p>CUT TO HOST</p>	<p>OC HOST</p>

		<p>Making the right lifestyle choices can play a major role <i>in your future well-being</i>. So whether the decision to move on is reached on your own or with family or friends, take control of the decision making process.</p>
16.	<p>TRANSITION WIPE TO SENIOR 1</p>	<p>MUSICAL STING</p> <p>SENIOR 1 (RUTH) I decided to sell the family home. I knew I was really ready for a change, but I was overwhelmed with the choices. I needed to focus on what was best for me. There were many options I hadn't considered. In my day, when you got older you stayed in your home, your kids house or a nursing home. Things are a lot different today...</p>
17.	<p>HOST JUMP CUTS</p>	<p>OC HOST If you've reached a decision that the time is right to downsize to a condominium, apartment or senior living community, <i>begin</i> the process by thinking about <i>location</i>.</p> <p>How important is your present community to you? Do you want to stay in your area or move closer to family or warmer temperatures?</p> <p>That's a highly personal decision, but making that decision up front will make things a lot easier.</p> <p>Once that's decided, it's time to focus on your specific <i>needs</i>. Begin by making a checklist of what you really want in your new home.</p>
18.	<p>CUT CG ZOOM IN ON HOST</p>	<p>MUSIC UNDER</p> <p>Be sure the checklist you create reflects <i>your needs</i> and desires. Take the list <i>and a family member</i> or friend along with you when checking out your options. It will help you stay on track.</p>

19.	<p>CG DISSOLVE IN AND OUT OF MOM AND DAUGHTER SHOTS WALKING THROUGH COMMUNITY WITH CLIPBOARD:</p> <p>ATTRACTIVE AND IN GOOD REPAIR</p> <p>COMFORT LEVEL</p> <p>SAFE AND CONVENIENT LOCATION</p> <p>PUBLIC OR PRIVATE TRANSPORTATION</p> <p>AVAILABILITY AND QUALITY OF MEALS</p> <p>APPEALING SOCIAL AND RECREATIONAL OPPORTUNITIES</p>	<p>Walk through the property and check off everything on your list.</p> <p>For example, does the property have the style of living your desire? Is it attractive and in good repair?</p> <p>Does it fit with your personal style? Are there garden areas, space for entertaining, hobbies, lots of windows, and so forth?</p> <p>Is it located in a safe neighborhood? Convenient for shopping, doctor's visits, religious services, family and social contacts?</p> <p>Is public or private transportation provided or nearby?</p> <p>How about meals? Are meals available when wanted? How's the quality and variety? Does the food suit your tastes, nutritional requirements and cultural preferences? Is it restaurant style dining or buffet?</p> <p>Are their appealing social opportunities and recreational programs?</p>
20.	<p>FRIENDLY, COURTEOUS AND HELPFUL STAFF</p>	<p>If there's staff, note if they are friendly, courteous and helpful to residents and visitors. Ask residents if they are getting their needs met.</p>
21.	<p>POLICY RESTRICTIONS</p>	<p>How about general policies?</p> <p>Are there restrictions on behavior such as smoking, drinking? Are pets allowed? Are overnight guests welcome?</p>
22.	<p>SAFETY AND SECURITY</p>	<p>And don't forget safety issues.</p> <p>Does the community have the requisite safety equipment and sprinkler system?</p>

		Are doors and locks secure and is there someone on duty 24 hours a day in case there's an emergency?
23	(END WITH MOM AND STAFFER SHAKING HANDS)	MUSIC UP AND UNDER
24.	TRANSITION WIPE TO HOST	Once you found a new place to call home, the time to DOWNSIZE begins! MUSIC OUT
25.	DISSOLVE TO SENIOR #2	SENIOR #2 After a while, it became clear to me that my beautiful house was <i>running my life</i> and the simple act of downsizing would make my life <i>a lot</i> easier.
26.	CUT TO HOST	HOST Thoreau said the key to a happy life was to: "Simplify. Simplify. Simplify." Easy words to understand. But not an <i>easy</i> task when you have years and years of living to downsize.
27.	Cu HOST	A wise woman once told me her philosophy for simplified living – "don't love anything that can't love you back!" It's good advice. So when it comes time to downsize, look around your house and <i>choose</i> carefully.
28.	CUT TO MOM WALKING AROUND HOUSE WITH PEN AND PENCIL – END SEQUENCE WITH MIRROR	VO HOST For a quick start to the whole moving process- tackle the big things first. Walk through each room of your home with a pad and pencil and jot down only the things you absolutely can't live with out. Don't be afraid to <i>think new</i> . Some furniture has <i>long</i> since outlived its beauty or its usefulness.

		Decide what treasures make your house a home and make them part of your new adventure.
29.	<p>DISSOLVE TO HOST</p> <p>CG: Keep Give Away Donate</p> <p>ZOOM IN TS (TIGHT SHOT)</p>	<p>OC HOST What about the accumulation of a lifetime found in the basements, attics, closets and cupboards of our lives? How do you begin?</p> <p>You've heard the expression ...the journey of a thousand miles begins with a single step?</p> <p>MUSIC UNDER The same applies here. Focus on just one closet or one corner at a time. And when you're sorting, think in terms of three groups: Keep. Give away. And donate...</p> <p>Be ruthless. Choose between the sentimental and the functional ...and <i>keep on going!</i></p>
30.	<p>FADE TO BEDROOM CLOSET SCENE: MOTHER PULLS OUT AN ARRAY OF HATS TRYING THEM ON. DAUGHTER SITS ON BED GIVING THUMBS UP OR DOWN. THEY ARE LAUGHING AND HAVING GOOD TIME. MOTHER BRINGS OUT AWFUL HUGE FUZZY SLIPPERS</p>	<p>MUSIC UP</p>
31.	<p>DISSOLVE TO MOTHER AND DAUGHTER IN KITCHEN SCENE. MOTHER COMES OUT OF PANTRY WITH DISHES. DAUGHTER PUTTING GOOD STUFF IN PACKING BOX. MOTHER COMES OUT WITH HUGE STACK OF TUPPERWARE THAT SETS THEM BOTH LAUGHING.</p>	<p>MUSIC CONT.</p>

32.	FADE TO HOST	<p>MUSIC FADE OC HOST The results of moving forward to a downsized, simpler lifestyle can be rewarding.</p>
33.	WIPE TO SENIOR 2	<p>SENIOR 2 A friend told me about this new Brookdale community they were building in the area. I saw a brochure with an apartment view that had a pond and forest and was as lovely as my river view. I said give me that one...and they did! Just like that!</p> <p>I've been here 8 months now, I sold my home to a darling young family and I can't believe I don't miss it at all. I just have the feeling of wonderful people watching over me here. I just love it, everything is so beautiful and clean, I feel like I'm on vacation <i>all the time</i>.</p>
34.	WIPE TO ADULT CHILD 2	<p>ADULT CHILD 2 BOB The difference since my dad moved into a senior community is like night and day. He's got a reason to get up each morning; he's busy, engaged with people. He has breakfast each morning with a woman name Helen, which is all he'll tell me...Anyway, on my end the relief is enormous. He's still independent and there's someone there 24/7 if he needs them. He keeps asking me why didn't we do this sooner?</p>
35.	WIPE TO ADULT CHILD 1	<p>ADULT CHILD 1 My mother told us within two months of staying at Brookdale... "Sell the house," I couldn't believe it. She used to call my brothers and me around 5 times a day... but it's been a year now and she's so busy, we're lucky if she calls us at all. I'm so happy for her, it's just wonderful...</p>

36.	WIPE TO HUSBAND AND WIFE 2 SHOT	<p>HUSBAND AND WIFE HUSBAND</p> <p>I think we're as happy as we've ever been. There's lots to do... Sometimes I even shoot pool with the guys after cocktail hour. They offer transportation here too, so Ruth and I go out more at night to concerts and things because I didn't like driving on the expressway or in the dark.</p>
37.	TWO SHOT SLOW ZOOM TO WIFE	<p>WIFE</p> <p>After we moved here it took me about two minutes to adjust!</p> <p>No seriously.... now I don't worry about cooking, shopping and cleaning up at all anymore. Oh, I'll have the kids over and make a nice dinner now and then, but most nights we eat at the lovely dining room downstairs. And what's fun, is that John and I have started sitting down at a different table each night ... we've met so many interesting people that way. I just love it...</p>
38.	DISSOLVE TO SENIOR #1	<p>SENIOR 1 RUTH TESTIMONIAL</p> <p>Moving to Brookdale is one of the best things that could have happened to me. Life is as busy or as quiet as I want it to be. And with the burden of the old house gone... life is so full of new choices. Home <i>is</i> where the heart is ...and now, my heart is definitely here...</p>
39.	TRANSITION WIPE HOST	<p>MUSIC UNDER HOST OC</p> <p>If you're thinking about making a change in your life, remember, <i>lifestyle choices</i> are shown to be the number one factor in determining how good our quality of life will be in the years ahead.</p> <p>So if life is beginning to hamper <i>your</i></p>

		lifestyle, it may be time to start letting go. And if so, <i>do it</i> while the choices are <i>all yours</i> to make.
40.	DISSOLVE TO: MOM LEAVES NEW APARTMENT. CHECKS HERSELF IN HER FAVORITE MIRROR (FROM OLD HOUSE) BEFORE SHE WALKS OUT DOOR AND WALKS THROUGH LOBBY. ENTERS RESTURANT, SMILES AND WAVES AT GROUP OF FRIENDS WAITING TO DINE WITH HER. FADE OUT	MUSIC UP AND FADE OUT.....