Join the Clean Air Revolution
Camtasia video - in development
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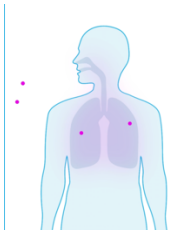
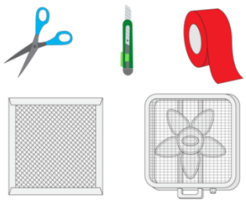
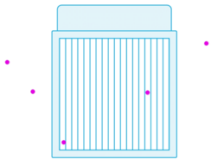
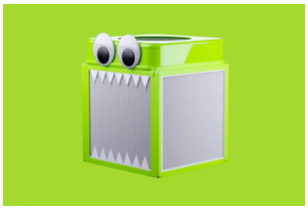
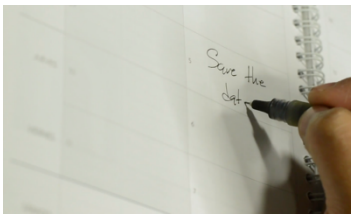
Narration	Visuals *italics:* on-screen text	Development Notes
The Problem		
"I'm tired of being sick all the time."		Description: Sick man. File: Sick man.jpeg Source: Unsplash
"My health is not what it used to be."		Description: Chronically ill woman. File: WomanAtDesk.jpeg Source: Pexels
"It's hard to stay on top of things when people keep calling out sick."		Description: Tired woman at work. File: TiredWoman.jpeg Source: Pexels
We may be done with the pandemic… but the pandemic is not done with us. According to the CDC, in the first 2 months of 2024 alone, Covid caused over 15,000 deaths in the US - and over 200,000 hospitalizations. And more than 17 million Americans have Long Covid - a condition that can make it hard to work, exercise, and take care of their families.	 [white text on video] *15,000 deaths* *200,000 hospitalizations* *17 million Americans with Long Covid* *Source: CDC Covid Data Tracker*	Description: Chronically ill man, video clip. File: LCMan.jpeg Source: Pexels
The Solution / WIIFM		

To keep our communities healthy and safe, it's not enough to wash our hands. We also need to clean the air.		Description: Vintage handwashing poster. File: WashHandsOften.jpeg Source: getarchive.net (public domain)
Many common illnesses, like Covid, the flu, and norovirus are airborne. Tiny particles of the virus hang in the air like smoke. We breathe them in, and we get sick.		Description: Animation of viruses entering lungs. File: AirborneIllness.mp4 Source: Corsi Rosenthal Foundation
But a simple, low-cost, DIY air purifier can reduce the spread of illness in your community. You can make a Corsi-Rosenthal box - or CR box - in 30 minutes or less with materials from a typical hardware store.		Description: Diagram of supplies File: CRSupplies.jpeg Source: Corsi Rosenthal Foundation
CR boxes have been shown to work just as well as store bought air purifiers. They reduce the spread of illness and pull bacteria, allergens, chemicals, smoke, and other pollutants out of the air and away from your lungs		Description: Animation of CR box pulling in particles. File: CRBoxWorking.mp4 Source: Corsi Rosenthal Foundation
so that you and people in your community can breathe easy, concentrate better, and work better together.		Description: Video clip of people collaborating. File: Collaboration.mp4 Source: Pexels
The Solution is Easy (Quick Overview of Process)		
The process is simple: Measure each room you need to ventilate to figure out how many CR boxes you'll need per room.	*1* 	Description: Two men measuring a room File: Measuring.jpeg Source: Pexels

Use duct tape to connect 4 filters, with a cardboard base and a box fan on top	*2* 	Description: Time lapse animation of box being built File: Overview.mp4 Source: Corsi Rosenthal Foundation
If you want to get creative, you can paint your air purifier or add decorations.	*3* 	Description: Time lapse animation of box being decorated File: Overview.mp4 Source: Corsi Rosenthal Foundation
Plug in your air purifier and keep it running to clean the air of viruses, bacteria, and toxins.	*4* 	Description: Person plugging in air purifier File: PlugIn.mp4 Source: Corsi Rosenthal Foundation
Maintenance is cheap and easy. Simply change the filters every 9 to 12 months.	*5* 	Description: Person writes save the date in calendar. File: SaveTheDate.mp4 Source: Pexels
Circle back to to WIIFM		
Research shows that clean air improves cognitive function, mental health, and overall productivity, and can reduce the spread of illness. The overall result? Healthier people who are less likely to call out sick - and who have more time and energy to focus on what matters.	 [white text on video] *↑Cognitive function* *Mental Health* *Productivity* *↓Illness*	Description: Coworkers with their hands together File: HappyCoworkers.mp4 Source: Pexels
Mission / Call to action		

Clean the air for safer, stronger communities.		Description: Community with fly-in text and fly-in spinning fan animation File: CleantheAir.gif Source: Create with PowerPoint
Closing		
Join the clean air revolution. www.corsirosenthalfoundation.org		Description: CR Box with fade in/out animation File: JoinTheRevolution.gif Source: Corsi Rosenthal Foundation

Resources
CDC Covid Data Tracker - Trends in United States COVID-19 Hospitalizations, Deaths, Emergency Department (ED) Visits, and Test Positivity by Geographic Area 'Alarming' rise in Americans with long Covid symptoms, The Guardian, 3/15/24. Ventilation Can Reduce Exposure to Respiratory Viruses in Indoor Spaces, CDC Resources - corsirosenthalfoundation.org Images: Pexels, Unsplash, The Noun Project, Corsi Rosenthal Foundation
Style Guide
Music: Paperback, Diffie Bosman (Reflective/Medium) bensound.com
Font: Fredoka, Medium
Colors:

	#0D2959, Dark Blue	
	#17A9E0, Bright Blue	
	#FFFFFF, White	

For the case study, including needs analysis and other recommendations, please visit www.prosocialxd.com/portfolio.