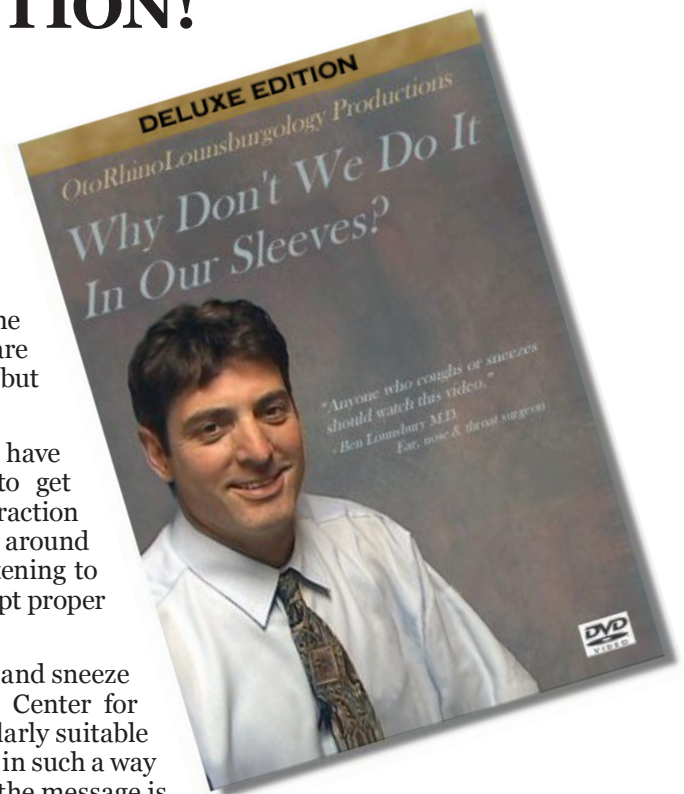


NEW! DELUXE EDITION!



Why Don't We Do It In Our Sleeves?



Are you still coughing and sneezing the way they did during the Plague? Then you need this video! Infection Control specialists are wild about this hot new entry in the educational video field. It's fun, but it punches out a serious message that people will remember.

The Centers for Disease Control of the U.S. and of several states have put forth posters and public service announcements trying to get people to change the way they cough and sneeze. Only a small fraction of the population has adopted safe techniques. With colds always around the corner, with tuberculosis on the rise, and with bird flu threatening to impair the health and welfare of the nation, all citizens should adopt proper coughing and sneezing techniques.

This five minute DVD was designed to encourage people to cough and sneeze according to the infection control guidelines put forth by the Center for Disease Control. It is aimed at the common citizen and is particularly suitable for children. Its message is serious, but it is presented with humor in such a way that it engages the viewer's attention for a full five minutes while the message is repeated in interesting new ways. It can be enjoyed by individuals, but it is even more fun to watch in groups, resulting in community reinforcement.

This video was produced with the assistance of three infectious disease doctors, two hospitals, and the Maine Medical Association, to whom the author is grateful. The author and producer, Ben Lounsbury MD, is an Ear, Nose and Throat physician.

Chosen as the closing short at the 2006 Maine International Film Festival!

Selected by a growing list of hospitals, health organizations, businesses, universities, schools and states as the major teaching tool for hygienic coughing and sneezing.

Running time: 5 minutes

Deluxe Edition includes:

- * Spanish version
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VHS tapes (original edition) are also available for \$25 apiece, plus \$5 shipping/handling each, no minimum order.

See it online at www.coughsafe.com

Why Don't We Do It In Our Sleeves?

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Maine Medical Association

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