

# IS YOUR “GREEN” HOME MAKING YOU SICK?

*Efforts to build more energy-efficient homes may be taking toll on our health*

**Suggested Date of Use:** Generic

National Jewish Health  
December 2012

Produced by: MediaSource <a href="http://www.mediasourcetv.com">www.mediasourcetv.com</a>	To download broadcast-quality video and other multimedia elements: <a href="http://bit.ly/TakVf2">http://bit.ly/TakVf2</a>
Package Length: 1:39	Content provided by: National Jewish Health

<b>SUGGESTED TEASE</b>	STILL TO COME, YOUR ENERGY-EFFICIENT HOME MAY BE SAVING YOU MONEY, BUT WHAT IS IT REALLY COSTING YOU? THE IMPACT YOUR HOME COULD BE HAVING ON YOUR HEALTH, NEXT.
<b>ANCHOR LEAD</b>	IF YOU ARE TAKING STEPS TO MAKE YOUR HOME MORE ENERGY EFFICIENT, YOU ARE NOT ALONE. EXPERTS SAY THE “GREEN” HOME MARKET IS BOOMING. <sup>1</sup> AND WHILE THAT COULD BE SAVING YOU MONEY, IT COULD BE COSTING YOU AS WELL. WITH MORE ON THE TOLL YOUR HOME MIGHT BE TAKING ON YOUR HEALTH, HERE’S CLARK POWELL.
	(Nats - Drill going into wood) :02
<b>CG: Courtesy: National Jewish Health</b>  Shots of worker drilling board Shot of new home as car drives by Shots of construction workers	BETWEEN REMODELING OLDER HOUSES AND BUILDING NEW ONES, IT’S ESTIMATED THAT MILLIONS OF MORE HOMES IN THE U-S WILL GET GREENER OVER THE NEXT FOUR YEARS. <sup>1</sup> BUT IN OUR EFFORTS TO SAVE MONEY AND PROTECT THE ENVIRONMENT, WE’VE CREATED SOME UNINTENDED CONSEQUENCES. :13
<b>CG: Nathan Rabinovitch, MD National Jewish Health :14 - :24</b>	“For every solution, there’s a problem. Energy efficiency is really, really important, at the same time, what’s staying in the house is staying in the house.” :11
Shots of Dr. Rabinovitch checking a child’s breathing  Shots of a child going through beathing test	DOCTOR NATHAN RABINOVITCH ( <i>pronounced: ruh-BIHN-oh-vich</i> ) IS AN ASTHMA EXPERT AT NATIONAL JEWISH HEALTH IN DENVER. HE SAYS SINCE 1970 ASTHMA RATES IN THE U-S <sup>2</sup> HAVE NEARLY TRIPLED <sup>3</sup> - A PROBLEM THAT HE BELIEVES BEGINS AT HOME. :11
	(Nats - bus driving by) :01
Shots of students walking outdoors Shots of kids near traffic	TO PUT HIS THEORY TO THE TEST, DOCTOR RABINOVITCH HAD STUDENTS CARRY AIR MONITORS FOR SEVERAL WEEKS - NOT ONLY AT HOME, BUT ON THEIR

Shot of exhaust Shot of child being tucked into bed	WAY TO AND FROM SCHOOL. AFTER ANALYZING THE QUALITY OF THE AIR THEY WERE EXPOSED TO 24 HOURS A DAY, THE WORST WAS WHERE YOU MIGHT EXPECT IT LEAST. :16
<b>Dr. Rabinovich (CG'd earlier)</b>	"The amount of pollution that they were being exposed to was higher inside the home than outside the home for many of the kids." :08
	(Nats - vacuum) :01
Low angle of Hope vacuuming (7-D footage) Shots of Jack on couch Shots of vacuum on carpet	THAT DOESN'T SURPRISE HOPE DUNCAN. AFTER HER SON JACK NEARLY DIED FROM AN ASTHMA ATTACK, SHE LEARNED THAT FROM DUST TO MOLD TO PET DANDER, DANGERS CAN LURK ALMOST ANYWHERE IN OUR HOMES. :11
<b>CG: Hope Duncan Son has asthma 1:13 - 1:21</b>	"You never know what's underneath the carpet that you have, you know from pets or from water damage. And so there can be things underneath growing that we don't know about." :09
Shots of Hope dusting Shot from outside of Hope walking to window Close up of Hope opening window Shots of kids taking breathing tests	CHANGING AIR FILTERS AND CLEANING YOUR HOME OFTEN CAN HELP CUT DOWN ON BREATHING PROBLEMS, BUT THE BEST WAY TO CONTROL INDOOR AIR POLLUTION IS TO LOOK OUTDOORS. SIMPLY OPENING YOUR WINDOWS CAN HELP DRY OUT AND CLEAR OUT ALL THE THINGS THAT MIGHT BE MAKING YOU SICK. AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :18
<b>ANCHOR TAG</b>	IF YOU OR A FAMILY MEMBER SUFFERS FROM ASTHMA, DOCTORS SAY TWO ISSUES YOU SHOULD ADDRESS FIRST ARE SMOKERS AND FAMILY PETS - BOTH CAN TRIGGER SERIOUS ASTHMA ATTACKS, ESPECIALLY IN CHILDREN AND OLDER ADULTS. FOR MORE CAUSES OF INDOOR AIR POLLUTION AND TIPS TO DEAL WITH THEM, GO TO OUR WEBSITE.
<b>VIEWER INFORMATION</b>	IF YOU'D LIKE MORE INFORMATION GO TO THE NATIONAL JEWISH HEALTH WEBSITE AT <a href="http://www.nationaljewish.org">www.nationaljewish.org</a> AND CLICK ON "News."
<b>References -</b>	<sup>1</sup> <i>Green Homes Market Expected to Increase Five-Fold by 2016-Up From \$17Billion Opportunity Today, McGraw-Hill Industry Survey, February 2012.</i> Online: <a href="http://www.construction.com/about-us/press/green-homes-market-expected-to-increase-five-fold-by-2016.asp">http://www.construction.com/about-us/press/green-homes-market-expected-to-increase-five-fold-by-2016.asp</a> <sup>2</sup> <i>National Surveillance for Asthma - United States, 1980, 2004, (1970 totals cited as reference 1).</i> <b>Centers for Disease Control and Prevention</b> , October 2007. Online: <a href="http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5608a1.htm">http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5608a1.htm</a> <sup>3</sup> <i>Trends in Asthma Prevalence, Health Care Use, and Mortality in the United States, 2001-2010.</i> <b>Centers for Disease Control and Prevention</b> , NCHS Data Brief No. 94, MAy 2012. Online: <a href="http://www.cdc.gov/nchs/data/databriefs/db94.htm">http://www.cdc.gov/nchs/data/databriefs/db94.htm</a>

	<b>Extra Bites</b>
<b>CG: Nathan Rabinovitch, MD National Jewish Health</b>	<p><i>Dr. Rabinovitch talks about the increase in asthma cases -</i>            “The question really has become why is it that the amount of people with asthma has increased so much since the 70s?” :10</p> <p><i>Dr. Rabinovitch talks about sources of indoor air pollution -</i>            “The problem is, that a lot of the air pollution is actually in the carpet or on the soft furniture. So, if someone walks on the carpet they end of getting this kind of personal exposure.” :13</p> <p><i>Dr. Rabinovitch talks about the importance of ventilation -</i>            “Homes were built 50 years ago in a way where there was ventilation, so I don’t think it’s difficult to go back to that, but the question is: How do we do that and at the same time keep our energy efficiency?” :11</p>
<b>CG: Hope Duncan Son has asthma</b>	<p><i>Hope talks about Jack’s asthma -</i>            “He has flare-ups occasionally during high-allergy seasons, the spring and the fall when there’s more pollen and trees and mold spores.” :10</p> <p><i>Hope talks about bringing allergens into their home -</i>            “As he’s outside in the grasses, playing in the grasses and rolling around in that kind of thing, he’s inhaling those things, but they’re also in our home too.” :08</p>
<b>CG: Jack Duncan Has asthma</b>	<p><i>Jack talks about the feeling of an asthma attack -</i>            “Shortness of breath, sometimes I get dizzy and feel light headed, so then I feel like, in a way, I’m going to pass out.” :11</p> <p><i>Jack talks about how being aware of indoor triggers has helped -</i>            “I have been feeling good with no asthma problems whatsoever. A little bit of allergies here and there, but other than that really good.” :12</p>
<b>Producers:</b>	<p><b>Extra b-roll is included. To download scripts, video and support material visit us at:</b>  <a href="http://www.msmediacenter.tv">http://www.msmediacenter.tv</a></p>

**For viewer information on this story contact:**

National Jewish Health: **(303) 398-1002**

Log onto [www.nationaljewish.org](http://www.nationaljewish.org) - click on “News”

Produced by:



**MEDIASOURCE**

1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

[www.mediasourcetv.com](http://www.mediasourcetv.com)

**Video content provided by: National Jewish Health  
 Media Relations Department: (303) 398-1002**