

F-D-A OK'S "REVOLUTIONARY" TABLET FOR HAY FEVER


Doctors say new, at-home therapy may help millions with few other options


Suggested Date of Use: **Tie in to the FDA approving the sale of allergy pills **

National Jewish Health

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Package Length: 1:35	Content provided by: National Jewish Health

SUGGESTED TEASE	STILL TO COME, A NEW AT-HOME ALLERGY THERAPY THAT SOME DOCTORS ARE CALLING A "GAME CHANGER." DETAILS ON A NEW APPROACH TO FIGHTING HAY FEVER, NEXT IN HEALTH NEWS.
ANCHOR LEAD	IF YOU'RE ONE OF THE 17-MILLION AMERICANS WHO SUFFERS FROM HAY FEVER NEWS THAT MIGHT MAKE ALLERGY SEASON A LITTLE MORE BEARABLE. FOR THE FIRST TIME, THE F-D-A HAS APPROVED A THERAPY TO TREAT HAY FEVER AT HOME. UNTIL NOW, YOUR ONLY OPTIONS WERE TAKING MEDICINES TO TRY AND CONTROL THE SYMPTOMS OR TAKING YEARS WORTH OF ALLERGY SHOTS. BUT AS CLARK POWELL SHOWS US, THERE IS A NEW OPTION MANY PATIENTS ARE LIKELY TO FIND MUCH EASIER TO SWALLOW.
	(Nats - Melissa taking medicine) :02
CG: Courtesy: National Jewish Health Getting pills out of drawer / taking medicine at kitchen sink	IT'S THE TIME OF YEAR MELISSA LILLY DREADS THE MOST. WITH GRASS GROWING AND TREES IN FULL BLOOM, MELISSA HAS TO TAKE MEDICINE FOR HAY FEVER SYMPTOMS NEARLY EVERY DAY. :08
	(Nats - car pulling into parking spot) :01
Shots of Melissa walking into office Melissa getting allergy shot	AND EVERY TWO WEEKS, HAS TO DRIVE TO A DOCTOR'S OFFICE ACROSS TOWN, TO UNDERGO SHOTS FOR SEVERAL OTHER ALLERGIES. IT'S A PAINFUL AND TIME-CONSUMING PROCESS - BUT STILL, BEATS THE ALTERNATIVE. :10
CG: Melissa Lilly Gets allergy shots :21-:31	"Usually I break out in hives and my throat starts getting very tingly and then I cough quite a bit. Then I get to a point where it's just very hard to breathe." and it feels like you're breathing through a straw." :10

<p>Shots of Melissa in allergists office</p> <p>Shots of woman taking pill out of package and holding it</p>	<p>FOR MELISSA, THE SHOTS HELP, HOWEVER INCONVENIENT THEY MIGHT BE. BUT FOR SOME THERE IS NOW A NEW ALTERNATIVE.</p> <p>FOR THE FIRST TIME IN THE U.S., THE F-D-A HAS APPROVED A NEW TABLET FOR THE AT-HOME TREATMENT OF HAY FEVER. :12</p>
<p>CG: Harold Nelson, MD National Jewish Health :42-:46</p>	<p>“This is a great change in the approach to immunotherapy.” :04</p>
<p>Shots of Dr. Nelson with colleague</p> <p>Shot of Melissa getting allergy shot</p> <p>Shots of woman using tablet</p>	<p>DOCTOR HAROLD NELSON OF NATIONAL JEWISH HEALTH IN DENVER HELPED STUDY THE EFFECTS OF THE TABLET.</p> <p>HE SAYS IN SOME CASES HAY FEVER SHOTS MAY NOT BE NECESSARY, BECAUSE THESE TABLETS - DISSOLVED UNDER THE TONGUE DAILY - CONTAIN CONCENTRATED EXTRACTS OF ALLERGENS. :14</p>
<p>Dr. Nelson (CG'd earlier) 1:00-1:11</p>	<p>“You wind up overall giving about as much every day as you would once a month in an allergy shot. It’s about 30 times as much extract that you receive.” :11</p>
<p>Outdoor shots in park</p> <p>Shots of Melissa on computer using tissues</p>	<p>FOR NOW, NELSON SAYS THE TABLETS WILL ONLY TREAT GRASS AND RAGWEED ALLERGIES - TWO OF THE MOST COMMON IN THE U-S.</p> <p>BECAUSE SHE IS ALLERGIC TO SO MUCH, MELISSA WILL STILL HAVE TO GET SHOTS - BUT SAYS THE SHIFT IN MEDICINE TOWARD TABLETS IS NOTHING TO SNEEZE AT. :14</p>
<p>Melissa (CG'd earlier) 1:25-1:34</p>	<p>“That would make my life so much easier because I could take it in the morning when I take my vitamin and it would save me probably 2 hours every other week.” :09</p>
<p>Shots of hands on keyboard / cut to wide shot of Melissa on computer</p>	<p>AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :03</p>
<p>ANCHOR TAG</p>	<p>THE TABLETS NEED TO BE IN YOUR SYSTEM FOR ABOUT FOUR MONTHS BEFORE YOU START SEEING RESULTS. SO, THOSE WITH GRASS AND RAGWEED ALLERGIES PROBABLY WON’T SEE ANY BENEFIT UNTIL NEXT YEAR.</p> <p>DOCTORS SAY TABLETS FOR CAT AND DUST MITE ALLERGIES ARE ALREADY IN THE WORKS, AND SHOULD BE AVAILABLE IN THE COMING YEARS.</p>
<p> Share it! Suggested tweet:</p>	<p>FDA approves first at-home hay fever tablets. See why doctors @NJHealth are encouraged: bit.ly/Ma79uw</p>

 Suggested post:	<p>For the first time in the U.S., the FDA has approved at-home therapy for hay fever that may spare some patients allergy shots. Doctors at National Jewish Health helped test the tablets - see what they think of this novel approach: bit.ly/Ma79uw</p>
<p>References -</p>	<p>¹<i>Vital and Health Statistics, Series 10, number 260; Summary Health Statistics for U.S. Adults: National Health Interview Survey, 2012. Centers for Disease Control and Prevention.</i> Online: http://www.cdc.gov/nchs/fastats/allergies.htm</p>
	<p style="text-align: center;">Extra Bites</p>
<p>CG: Harold Nelson, MD National Jewish Health</p>	<p><i>Dr. Nelson talks about the allergies targeted by the tablets -</i> “They only will be available for grass and ragweed, those are the only ones for which studies have been completed.” :09</p> <p><i>Dr. Nelson talks about the idea behind immunotherapy -</i> “The allergy treatment aims to convert the immune response to these pollens back to the normal. And it does that.” :11</p> <p><i>Dr. Nelson talks about the delay in results -</i> “Certainly grass will not be available in time for this year. It’s possible the ragweed might, but more likely that both of them will be 2015.” :12</p>
<p>CG: Melissa Lilly Gets allergy shots</p>	<p><i>Melissa talks about hay fever season -</i> “Hay fever is definitely one that is very tough for me. The pollen from the trees and of course when the grass starts blooming and all the different flowers, that is a very hard time for me.” :09</p> <p><i>Melissa talks about all her different allergies -</i> “I’m allergic to a number of different thing. So there’s environmental allergies, like trees and molds and grasses. I’m also allergic to different animals, such as cats and dogs.” :08</p> <p><i>Melissa talks about her allergy diagnosis -</i> “I get shots every other week, which most people can graduate off of the shots. I just happen to be one of the ones who can’t because of my vocal cord swelling shut. So, I go every other week and get 2 shots.” :12</p> <p><i>Melissa talks about the time shots require -</i> “It’s easily an hour and a half to a 2 hour process for me to take that time out of my day to go get my shots.” :05</p>
<p>Producers & Reporters</p>	<p style="text-align: center;">To download scripts, video and photos go to: http://www.multimedianeewsroom.tv</p>

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