

F-D-A OK'S PILL IN TIME FOR UPCOMING RAGWEED SEASON


Doctors say new medicine can help this fall - but only if you take it weeks early


Suggested Date of Use: **Tie in to upcoming ragweed season**

National Jewish Health

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Package Length: 1:34	Content provided by: National Jewish Health

SUGGESTED TEASE	STILL TO COME, IT MAY SEEM WAY TOO EARLY TO THINK ABOUT FALL ALLERGIES - BUT DOCTORS SAY THE TIME TO ACT IS <u>NOW</u> . DETAILS ON THE UPCOMING RAGWEED SEASON AND A NEW CLASS OF DRUGS THAT CAN HELP, NEXT IN HEALTH NEWS.
ANCHOR LEAD	THOUGH MANY OF US ARE ALREADY DEALING WITH WARM WEATHER ALLERGIES, DOCTORS SAY <u>NOW'S</u> THE TIME TO START PLANNING FOR FALL ALLERGIES - ESPECIALLY RAGWEED. FROM AUGUST INTO NOVEMBER, RAGWEED POLLEN TRIGGERS MORE SNEEZES, SNIFFLES AND ITCHY EYES THAN ANY OTHER CAUSE. THE GOOD NEWS IS, THE F-D-A HAS APPROVED A NEW THERAPY FOR RAGWEED ALLERGIES THAT CAN HAVE AN IMPACT THIS YEAR - BUT ONLY IF YOU START EARLY. WITH DETAILS, HERE'S CLARK POWELL.
	(Nats - Melissa taking medicine) :02
CG: Courtesy: National Jewish Health Getting pills out of drawer / taking medicine at kitchen sink	DEALING WITH SEASONAL ALLERGIES OFTEN MEANS PATIENTS LIKE MELISSA LILLY NOT ONLY HAVE TO TAKE MEDICINE TO HELP CONTROL THEIR SYMPTOMS TODAY... :07
	(Nats - car pulling into parking spot) :01
Shots of Melissa driving up Shots of Melissa walking into office Melissa getting allergy shot	BUT HAVE TO BE PROACTIVE ABOUT THEIR ALLERGIES IN THE FUTURE. TWICE A MONTH MELISSA GETS ALLERGY SHOTS - EVEN FOR THINGS LIKE RAGWEED SEASON THAT'S STILL MONTHS AWAY. IF SHE DOESN'T THERE CAN BE SERIOUS CONSEQUENCES. :12
CG: Melissa Lilly Gets allergy shots :21-:29	"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." :08

<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, BUT FOR MILLIONS OF PATIENTS 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 RAGWEED ALLERGIES. :11</p>
<p>CG: Harold Nelson, MD National Jewish Health :40-:44</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 THIS NEW CLASS OF TABLETS.</p> <p>HE SAYS IN SOME PATIENTS SHOTS MAY NO LONGER BE NECESSARY, BECAUSE THESE TABLETS - DISSOLVED UNDER THE TONGUE DAILY - CONTAIN CONCENTRATED EXTRACTS OF ALLERGENS. :15</p>
<p>Dr. Nelson (CG'd earlier) :58-1:09</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>THE ONLY CATCH IS - YOU SHOULD START TAKING THE MEDICINE MONTHS BEFORE RAGWEED SEASON BEGINS IN AUGUST.</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) 1:23-1:32</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>DOCTORS SAY RAGWEED ALLERGIES ARE USUALLY WORSE IN THE EAST AND MIDWEST - ALTHOUGH RAGWEED IS FOUND IN EVERY STATE IN THE U-S EXCEPT ALASKA.</p> <p>IF YOU'RE ONE OF THE 40-MILLION PEOPLE WHO SUFFERS FROM SEASONAL ALLERGIES WANT TO TALK TO YOUR DOCTOR ABOUT RAGWEED TREATMENT SOONER RATHER THAN LATER.</p>
<p> Share it! Suggested tweet:</p>	<p>FDA approves first at-home ragweed tablets. See why doctors @NJHealth are encouraged: http://bit.ly/1nwBTEi</p>

 Suggested post:	For the first time in the U.S., the FDA has approved at-home therapy for ragweed that may spare some patients allergy shots. Doctors at National Jewish Health helped test the tablets - see what they think of this novel approach: http://bit.ly/1nwBTEi
References -	¹ <i>Allergy Facts and Figures, Asthma and Allergy Foundation of America</i> . Online: http://www.aafa.org/display.cfm?id=9&sub=30
	Extra Bites
CG: Harold Nelson, MD National Jewish Health	<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.” :08</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>
CG: Melissa Lilly Gets allergy shots	<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>
Producers & Reporters	To download scripts, video and photos go to: http://www.multimedianeewsroom.tv

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