

OtoRhinoLounsburygology Productions
Protect the Population Program
March 10, 2008

ORL Productions has a long-standing offer designed to help states educate their entire populations concerning hygienic coughing and sneezing. It is called the “Protect the Population” program. It allows all television stations in a state to broadcast ***Why Don’t We Do It In Our Sleeves?*** It also allows all entities in a state (except for multi-state companies) to stream ***Why Don’t We Do It In Our Sleeves?*** on their intranet sites. To qualify, a state must buy one DVD per 2000 population at a price of \$7.50 per DVD. This works out to \$3,750 per million people. By our estimate, this will allow a state to send one DVD to every school, hospital, nursing home, and public health office in the state. Citizens who do not see the DVD in these locations can see it on their computers or on their TVs at home. Nebraska, Idaho, North Carolina, and Louisiana have already joined the program.

ORL Productions has a new video about hand washing. It is based on the Typhoid Mary story, but it is set in modern times with an intriguing plot designed to instill deep respect for the importance of hand washing. It is called ***Soap in the City*** (www.soapincity.com). The price structure for ***Soap in the City*** is the same as that for ***Why Don’t We Do It In Our Sleeves?*** Since hand washing is as important as coughing etiquette, we have therefore decided to offer ***Soap in the City*** in the “Protect the Population” program. A state can qualify by buying the requisite number of DVDs in any combination of the two products offered by ORL Productions. Qualifying for the program will entitle the state to broadcast and stream *both* videos at no extra charge.

Please let your infection control colleagues, especially those at the state level, know about the “Protect the Population” program. Anyone interested in this program should call Bonnie Lounsbury, the marketing director for ORL productions, at 207-333-3885, or contact her at bblounsbury@roadrunner.com.

Thank you,

Ben Lounsbury MD and Bonnie Lounsbury