



"It's just a flesh wound."

"He'll be fine"

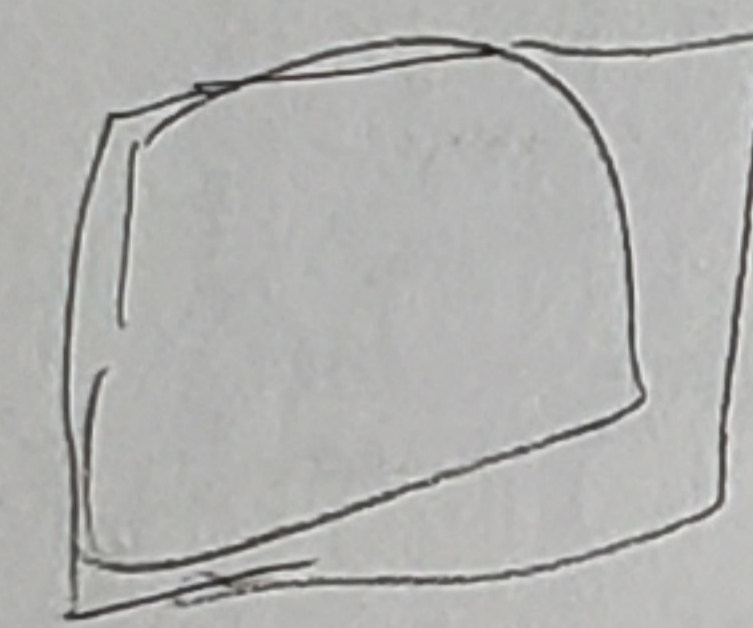
Series of comical posters that show racism in health care.

- depicts people in different scenarios, comical.

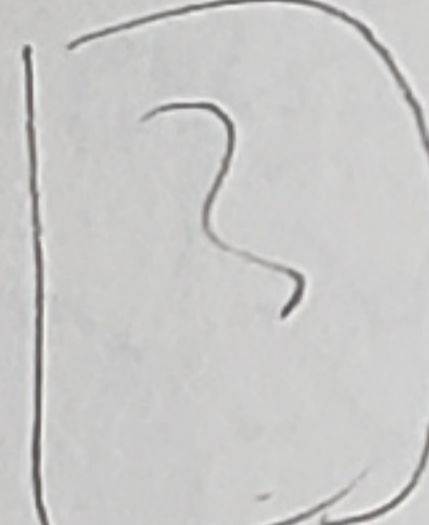
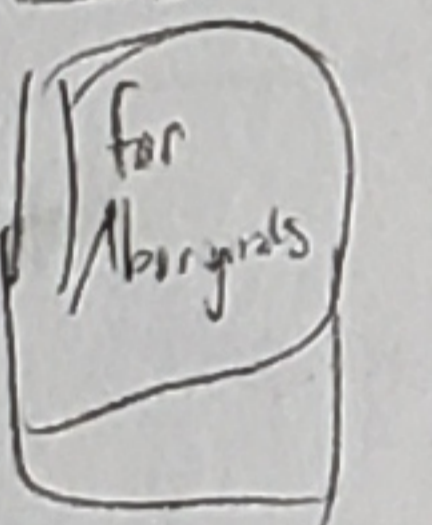
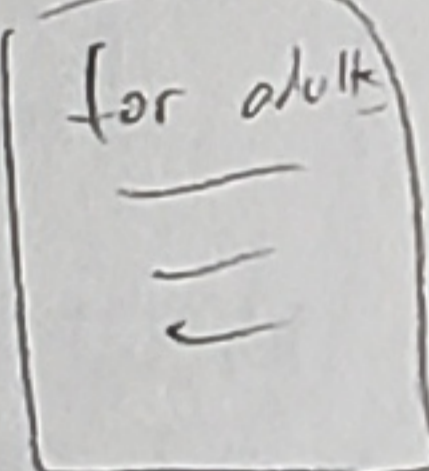
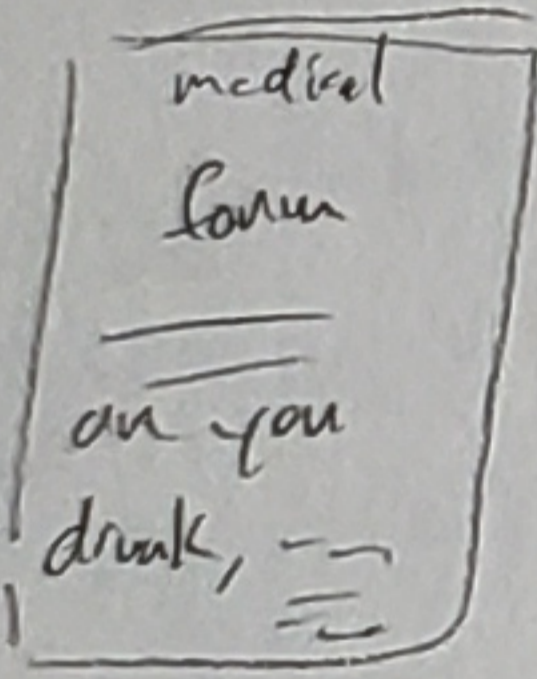
absurdist commercial.

confirmational videos.

Sittimidd



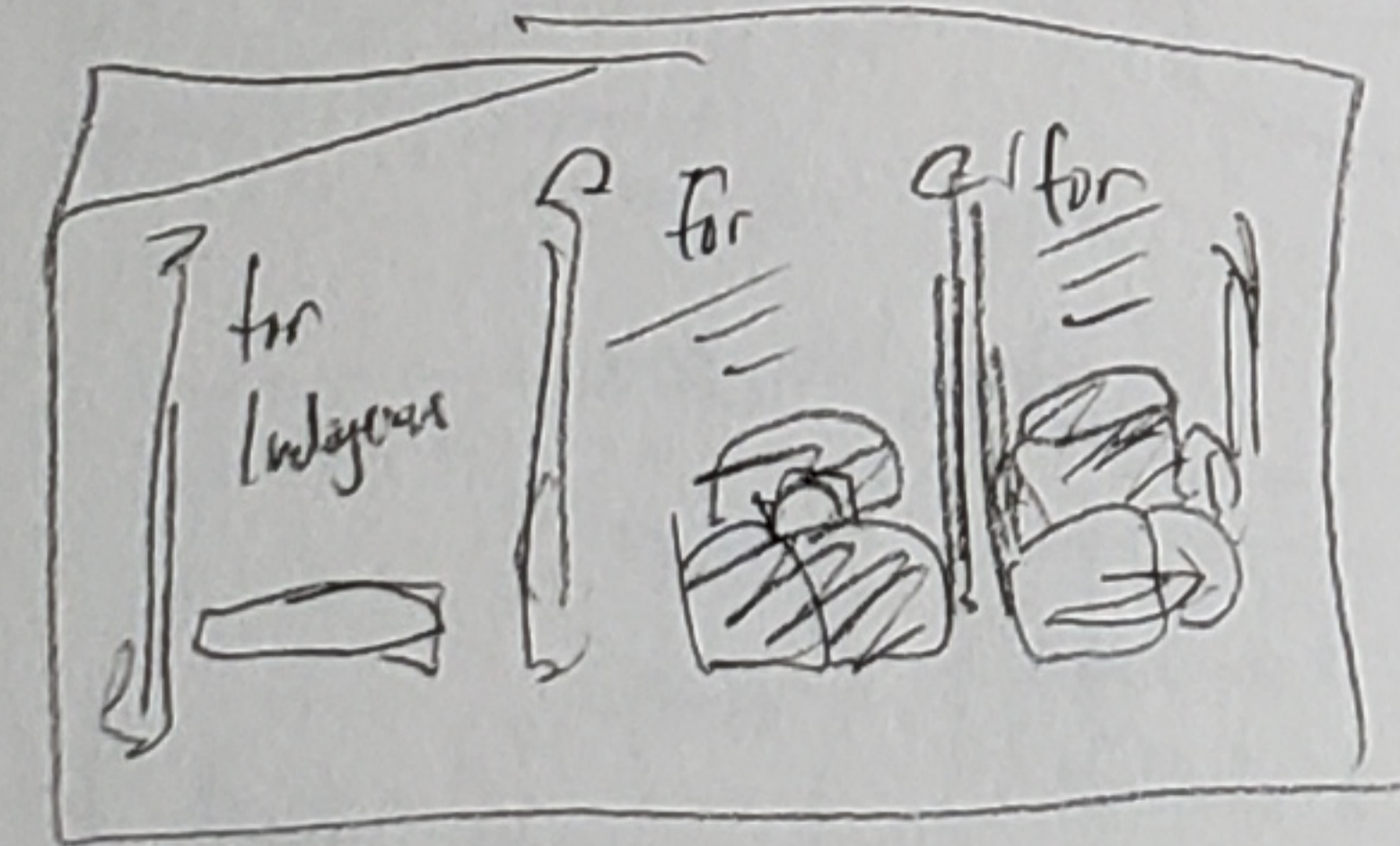
medical forum.



Spot medical forum commercial.



Indigenous health care Storkel.



colored hospital beds that depict different levels of care.



Critical Advertiser Storyboards

La Fontaine Case.

White Coat, Black Art. patient broken

- not put on a bed

- it'll get dirty

- "It'll just get dirty"

- had love, job, jumped on the way to work.

called family member for medical advice

doctor knew it was appendicitis

told it was probably kidney stones

knew diagnosis was wrong, advocated for surgery.

unwanted tubal ligations.

- thought it was a form of reversible birth control

- pressured into tubal ligations

- was wheeled back into the room after trying to physically leave procedure

Jordan River Anderson.

- child that died because of government funding payment issue.

- didn't get

Alkavik elder Hays Papike

- died of a stroke in 2016 when they assumed he was drunk

Brian Sinclair

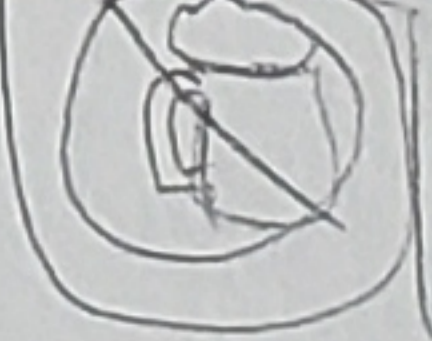
45 y/o man, died of a treatable bladder infection after sitting in a wheelchair for 34 hours.

Michelle Labraque


- fractured pelvis, took three trips before died increasing pain before she received the diagnosis.

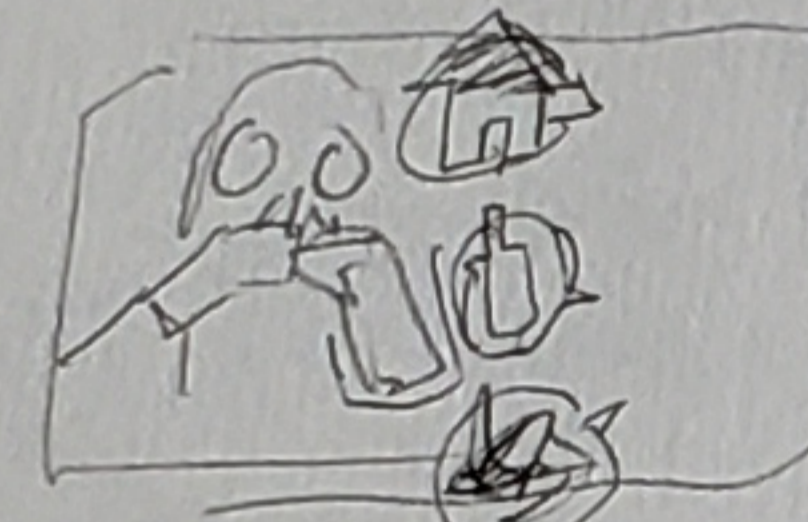
"The third time I was left in the ER room, not being able to walk anywhere.


- Trying to find a home, struggles with alcohol, finding a home.


- wrote prescription,  on label.


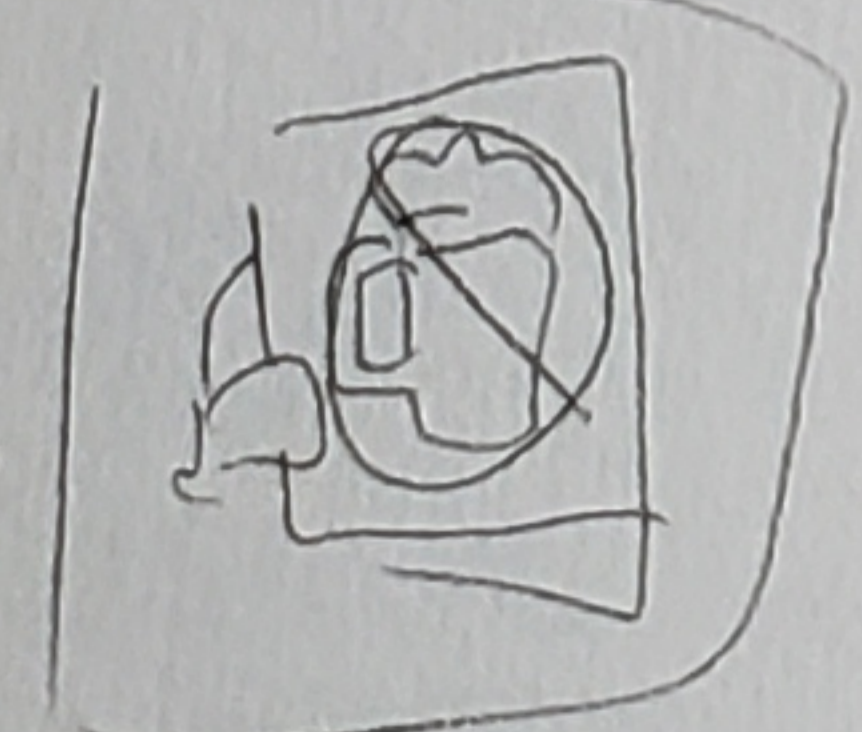

Storyboard 1

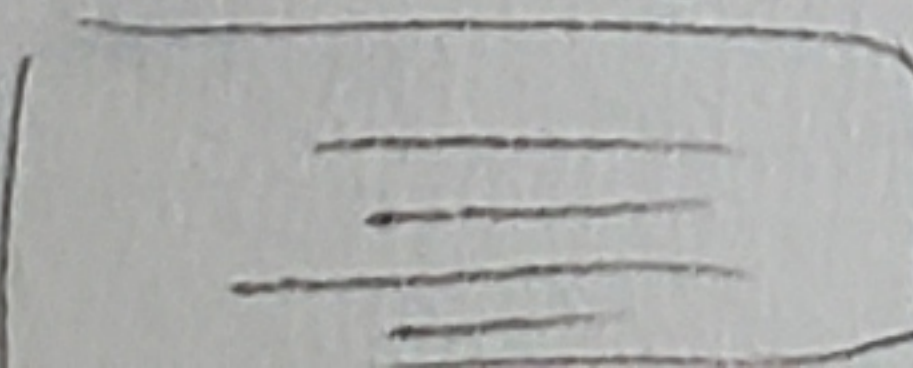
1  Doctor - so what brings you here today?
Patient - I'm looking for medication to ease my stomach pain.

2  - It's been getting worse, but and the stomach pains feel like...
Doctor: Is there any thing else that's bothering you.

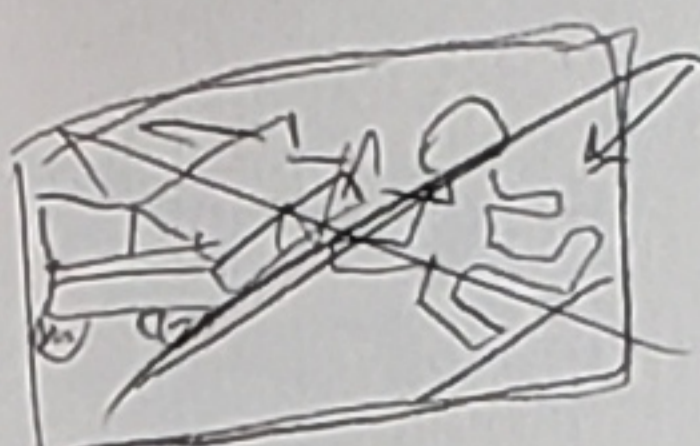

3  scribbles things
- "I've been having trouble with finding a new home, and I'm trying to get off alcohol, it's been about a year now but things are starting to look better now, my son -"

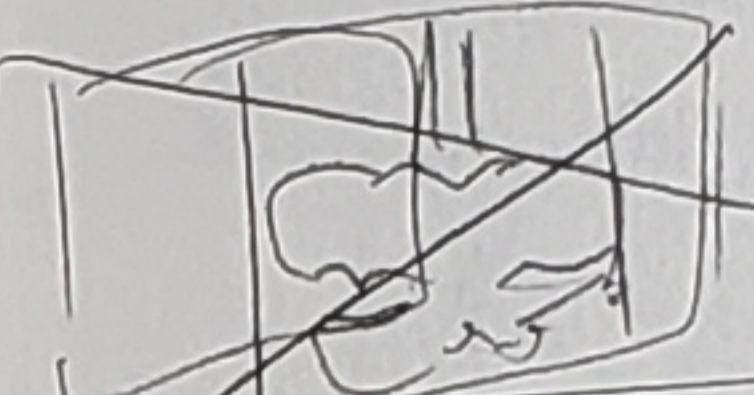

4  "I think this will help you"

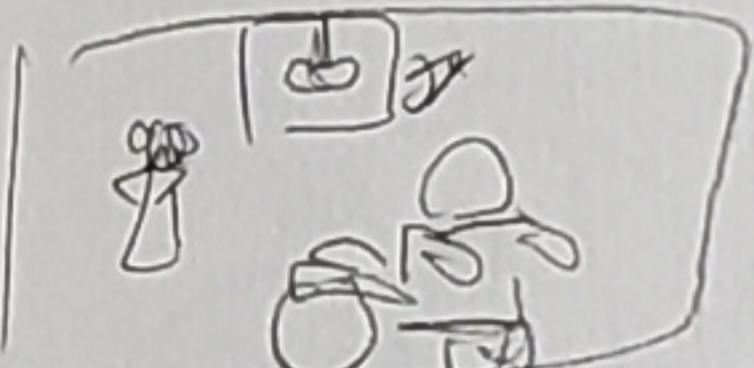
5  → 6  → 7 

8  message "this story was based on a real interaction with a doctor."


Storyboard 2.


1  walking - gets hit by car
2  - checking into ER


3  - shows pelvis breaking
4  - "did you fall into the toilet bowl?"

5  X-ray room
- you'll be fine
- here's some painkillers

6  what's to third doctor

7  miss you broke your pelvis, we'll get you some help

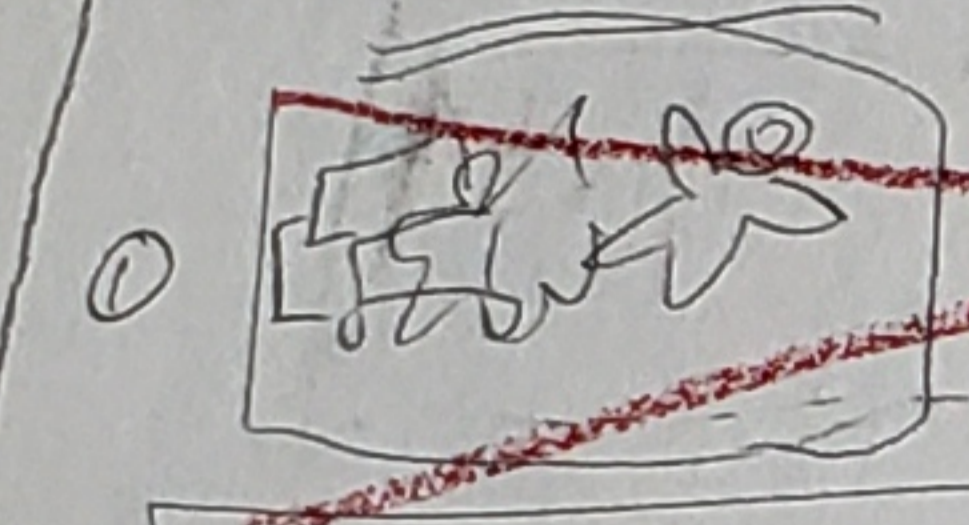
8  - do I get a ~~trip~~ wheel chair?

9  - no but we'll push you in the chair.



pushes the person bit by bit to the end credits scene.

Storyboard 3 v 2. ☆



~~gets hit by car, breaks pelvis & cut out.~~



- doctor I think I broke my pelvis

doctor: you bought some pickles?



= can I get another doctor?



- doctor I think I broke my pelvis

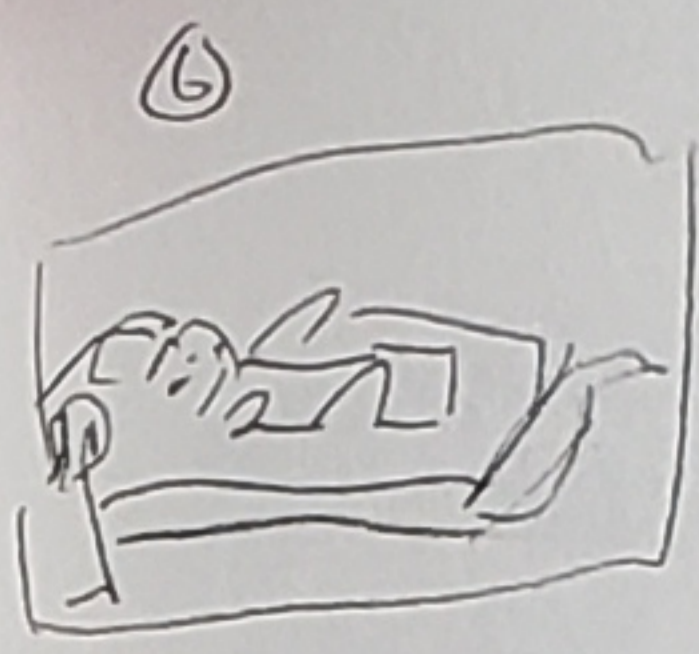
- It's just a flesh wound.



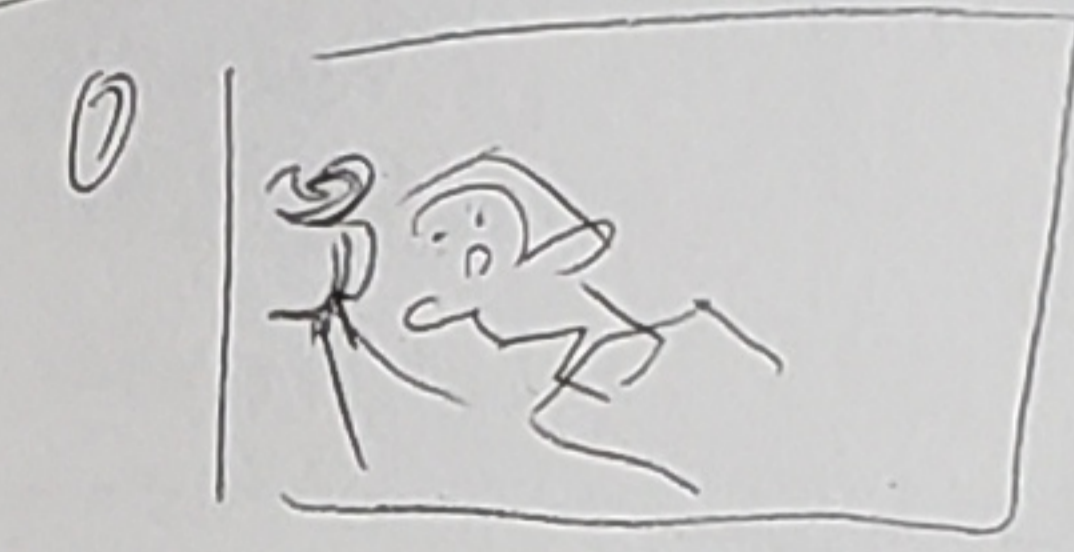
- But doctor I broke my pelvis

- doesn't seem that bad to me.

cut from here.



- can I get another doctor



- doctor I broke my pelvis, look at it!

- Sure looks like you did



doctor: I'll ~~get~~ ~~you~~ get my assis tant to get a wheelchair for you



- ah finally some one understands me!



doctor: The wait time will be

10 hours and you have to get in by yourself, and there's no ride back to your place.

- "What?!?"

real > satirical

Storyboard 4

Storyboard 4 panels and notes:

- Panel 1: - man walking home
- Panel 2: - gets beat up
- Panel 3: - sent to hospital
- Panel 4: "always" - he's probably a mafia member - we're in Canada though, there is no mafia.
- Panel 5: - do you think he's a drug addict? - he probably drinks a lot too - does he have a home?

Notes on the right side of the storyboard:

- Let's leave him on the floor, I'm sure his going to get in trouble again.
- why are you on the floor?
- The nurses didn't give me a bed and said I'd just get into a fight again.

Storyboard 5

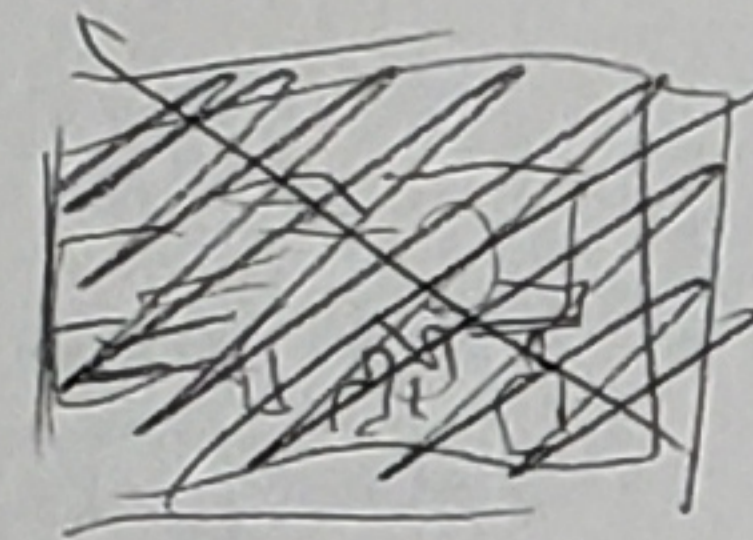
Storyboard 5 panels and notes:

- Panel 1: - I think I have a bladder infection.
- Panel 2: - doctor's well be with you shortly.
- Panel 3: - new patients line up, person in wheelchair gets seen late.
- Panel 4: - line continues.
- Panel 5: - this is gonna take a while...
- Panel 6: doctor: mr. _____?
- Panel 7: - I'm here.

Notes on the right side of the storyboard:

- average person believes quality of health care.
- ↑ Show discrimination in a public health system.
- How do I tell look like
- How does it look like
- How can I get
- How - indigenous
- good to work with
- Comparison Advertisement next week
- skeletons cause waited too long.

Storyboard 6



- We have someone going through Cardiac Arrest!

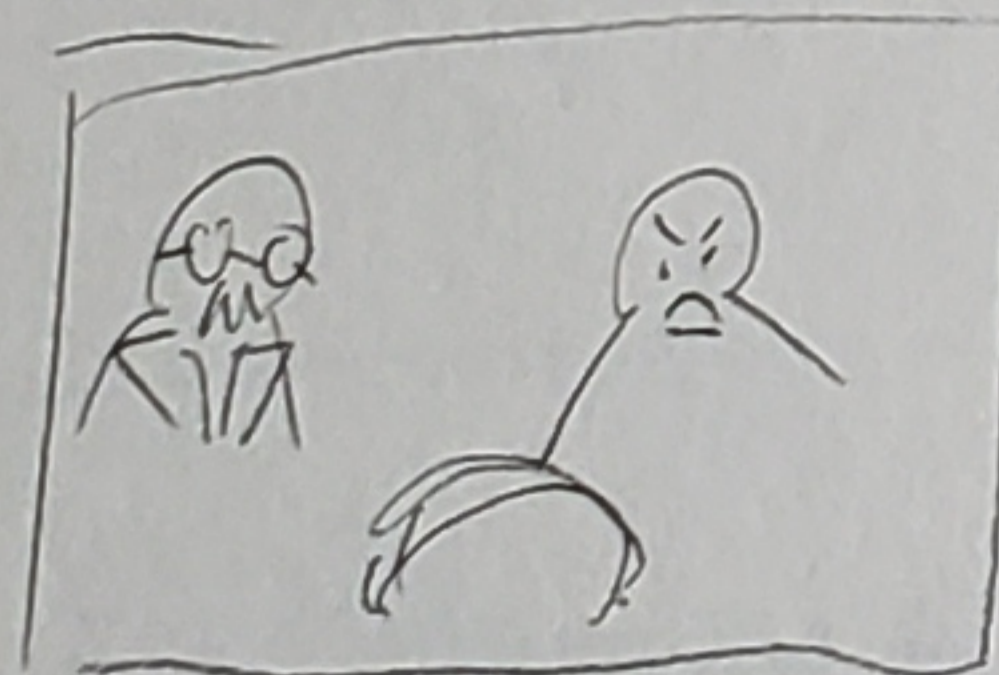
= He's probably drunk



- ~~Heart~~ ~~beats~~ Blood levels are dropping!

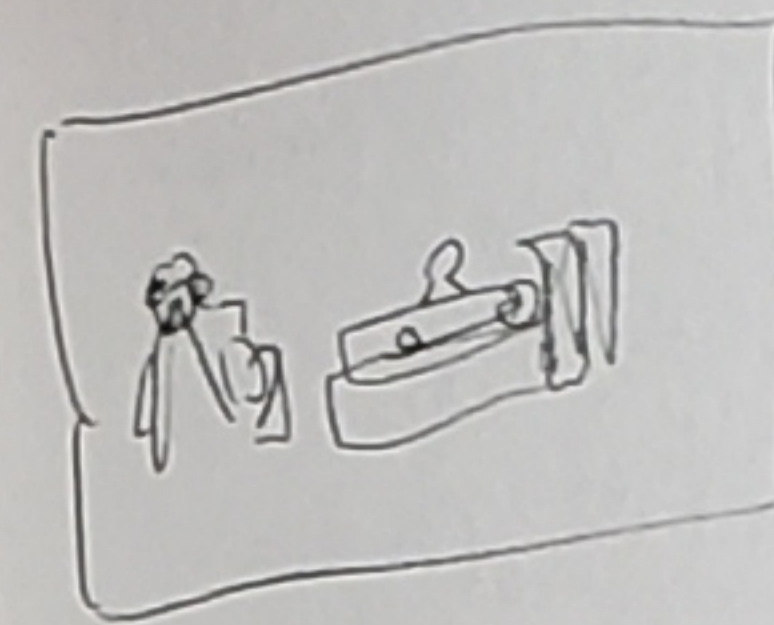


- what are you doing?!! help out!



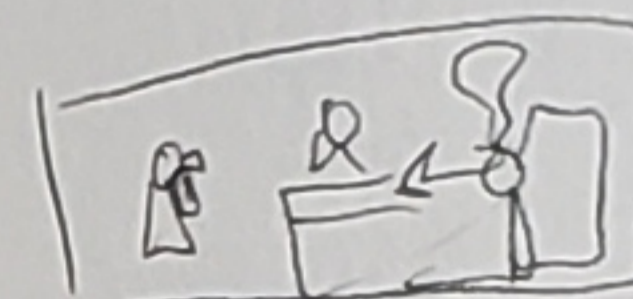
- well think about it he's probably red because he's drunk too much

- He is clearly dying we need to help him!



- What are you standing here for you have a patient here!

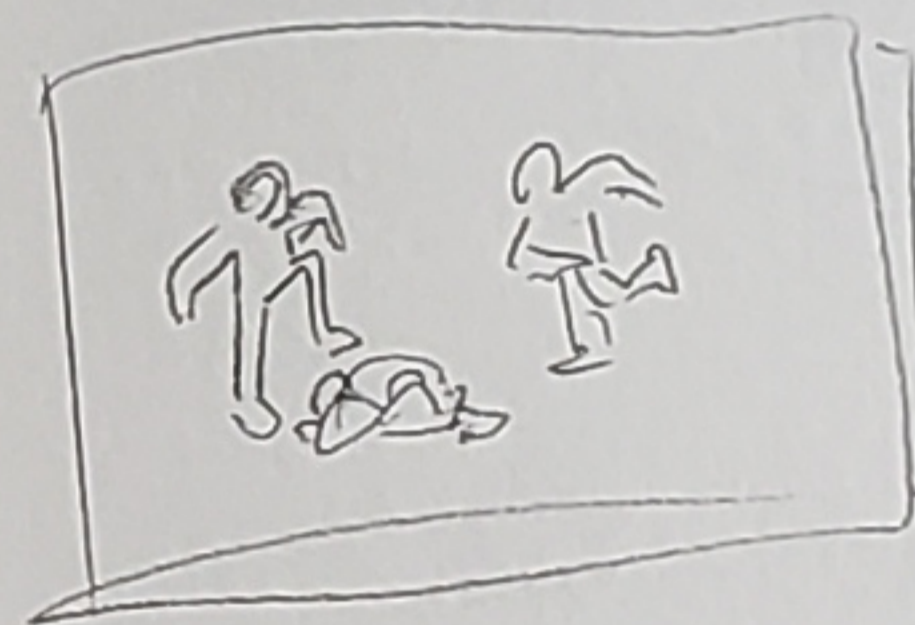
- I'll think about it after I finish my break



- Ah he died
- no thanks to you!

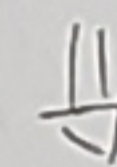
Storyboard 7. ☆

you deserve a bed

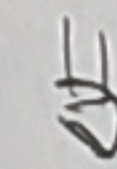


- Person gets heat up

All patients deserve a bed, no matter who they are.

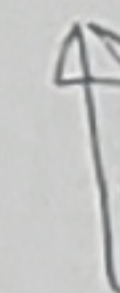


sent to hospital



treated poorly → "you're just a drunkard"

"probably" etc etc. however



"He doesn't deserve a bed because"



① - get = heat up

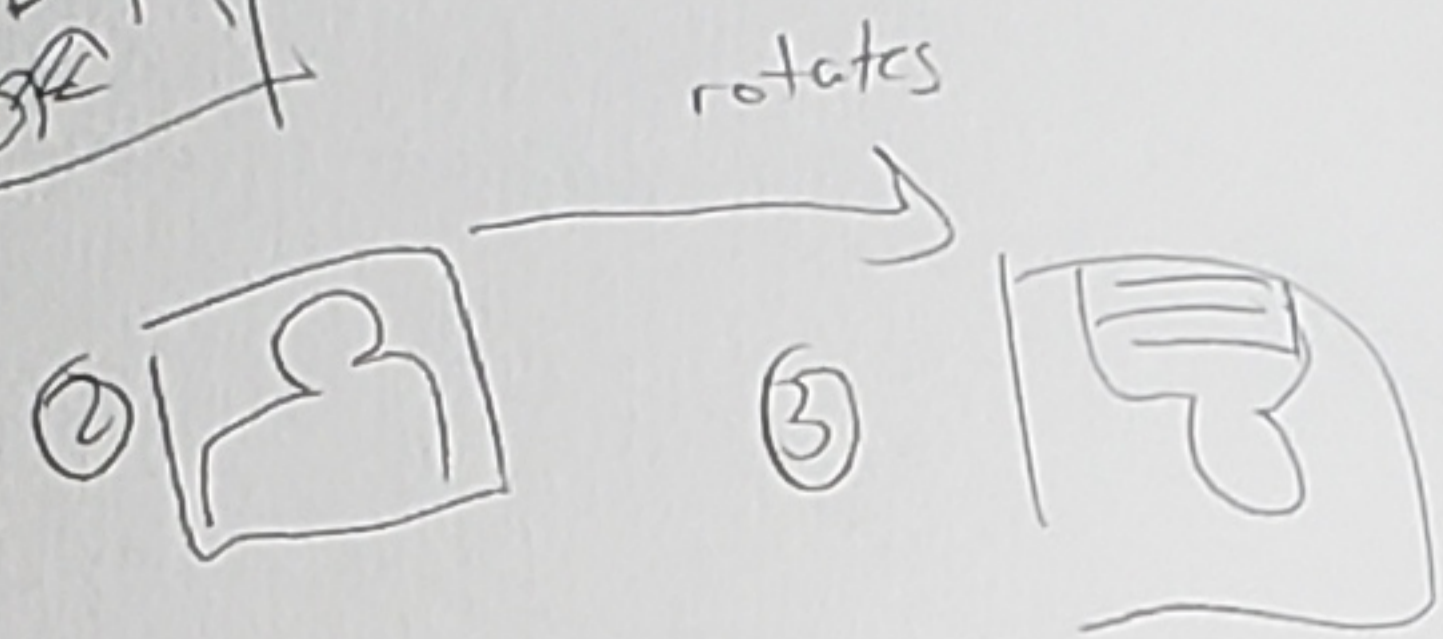
② - Can I get a bed?



you don't deserve a bed

- Why not?

- you're probably X stereotype



④ Doctor - What's going on here why is he on the floor.



- Dr. he doesn't deserve a bed.

- every one deserves a bed

- also cutie him.



- multiple execution methods
- multiple options of same story

Real → Satire

10-15 Seconds.

- show something that discriminates in a public health system

- Think of style, execution, how do I make people care.

- Can I compare races? Some type of comparison?

- deliverables: - I still of the advertisement

- Storyboard ~~and~~ Scripto

- creative briefs