What Is All of Us?

https://www.youtube.com/watch?v=ti50n57B5vl&t=1s

Opening sequence
Animation of a man in overalls standing in a field, waving. His name, Ray, appears on screen beside him.

Narrator:
Meet Ray. Ray lives on a farm.

Animation continues
Ray disappears, and a farmhouse appears in the field, along with a silo and two cows.

Narrator:
He loves playing kickball with his grandkids.

Animation continues
Ray playing kickball with a young man.

Narrator:
But lately he’s gotten a little slower ...

Animation continues
Close up on Ray, and then his grandson.

Narrator:
... and been visiting the doctor a lot more often.

Animation continues
Cut back to Ray and his grandson playing kick-ball. The grandson disappears, and Ray is shown bent over slightly and holding his back. A doctor appears, holding a stethoscope to Ray’s chest.

Narrator:
This is Kim. Kim lives in the city.

Animation continues
Animation of a woman appears, with her name, Kim, beside her. A cityscape appears around her.

Narrator:
She loves to exercise, ...

Animation continues
The cityscape disappears. Kim is shown riding a bicycle.

Narrator:
... cook healthy meals, ...
Animation continues
Kim and the bicycle disappear, replaced by a plate with broccoli, carrots, and asparagus.

Narrator:
... and can’t remember the last time she called in sick.

Animation continues
Kim reappears with a thought bubble above her head, containing a question mark.

Narrator:
They’re both people.

Animation continues
Kim disappears and is replaced by the outline of the contiguous United States.

Narrator:
But not all people are the same.

Animation continues
The faces of several people of different genders, ages, races, and ethnicities appear on either side of the map of the United States.

Narrator:
And yet, when we visit the doctor, our treatments don’t look that different.

Animation continues
The map and faces disappear and are replaced by a woman seated on an exam table and a doctor holding a stethoscope to her.

Narrator:
Why is that? Because we just don’t have enough information to do it better.

Animation continues
A dialog bubble appears above the doctor’s head. It contains a clipboard holding a moving line graph. The patient disappears and is replaced by a question mark.

Narrator:
Until now. Enter: All of Us, ...

Animation continues
The words “All of Us” appear, surrounded by the faces of several people of different ages, genders, races, and ethnicities.

Narrator:
... the research program based on Precision Medicine.

Animation continues
The words “Precision Medicine” appear on the screen.
**Narrator:**
Precision Medicine is a revolutionary new approach ...

**Animation continues**
A woman and man appear on the screen.

**Narrator:**
... to treating and preventing disease that's personalized ...

**Animation continues**
The woman and man disappear. A circle appears in the center of the screen, containing a line graph and a bar graph.

**Narrator:**
... instead of one-size-fits-all.

**Animation continues**
The words “One Size Fits All” appear.

**Narrator:**
By gathering health data from one million people, like Ray, and Kim, and Trevor, and Samir, ...

**Animation continues**
Ray appears, followed by Kim, followed by several other faces of people of different genders, ages, races, and ethnicities.

**Narrator:**
... our country's best researchers will be able to develop treatments that are as unique and complex as we are.

**Animation continues**
A microscope appears, with the faces of two researchers on either side. The images of people of different sizes, ages, colors, and abilities appear on the microscope’s stage.

**Narrator:**
With this new information, doctors will have a better understanding of disease ...

**Animation continues**
A doctor appears, wearing a stethoscope and holding a clipboard in one hand. In his other hand appear images of a prescription bottle, a pie chart, a medical cross, and a heart with a cardiograph line running through it.

**Narrator:**
... so they can innovate the next great breakthroughs in medicine.

**Animation continues**
The doctor is replaced by three strands of DNA.
Narrator:
Once enough people join, suddenly everything changes.

Animation continues
The DNA is replaced by illustrations of many people of different sizes, colors, ages, and abilities.

Narrator:
Information becomes clear, patterns emerge ...

Animation continues
The x- and y-axes of a graph appear. Bars and lines of various colors, heights, and thickness appear on the graph.

Narrator:
... and simple data transforms into life-saving knowledge.

Animation continues
The graph morphs into the image of a human brain.

Narrator:
This means that Ray and Kim’s children and their children’s children can live longer, healthier lives.

Animation continues
Rays and Kim’s faces appear in two circles. Two generations of their family trees emerge.

Narrator:
By becoming one of the first one million people to volunteer ...

Animation continues
Images appear of dozens of people of different ages, genders, races, ethnicities, and abilities. The words “One Million Americans” appear at the top of the screen.

Narrator:
... you can help reshape the entire future of healthcare for generations to come.

Animation continues
The people are replaced by the word “You,” which in turn is replaced by the images of the people again.

Narrator:
If we can figure out how to fly ...

Animation continues
A lightning bolt and light bulb appear. A kite streaks across the screen, chased by another lightning bolt.

Narrator:
... put a man on the moon ...
Animation continues
The moon appears with an astronaut standing on it and holding a flag.

Narrator:
... and connect the entire world ...

Animation continues
The moon fades into the background and is replaced by Earth, with lines crisscrossing the globe.

Narrator:
... surely we should be able to improve the future of health care ...

Animation continues
The globe is replaced by a stethoscope, a lab beaker, a test tube, two prescription bottles, two pills, an eyedropper, and a thermometer.

Narrator:
... not just for Ray and Kim ...

Animation continues
Ray and Kim’s faces reappear.

Narrator:
... or even you ...

Animation continues
The word “You” appears, surrounded by four faces.

Narrator:
... but for all of us.

Animation continues
The word “You” is replaced by the words “All of Us,” outlined by the images of hundreds of people of different colors, sizes, and abilities.

Narrator:
Sign up at joinallofus.org. The future of health begins with you.

Animation continues
The words “Visit joinallofus.org” appear.