# *All of Us* Research Program | National Launch Event Highlights

<https://www.youtube.com/watch?v=BGtYQnP3s-Q>

While music plays throughout, a series of images appear on the screen. The *All of Us* Research Program Logo appears in the upper left corner.

A smiling man standing in front of the *All of Us* Journey traveling exhibit, wearing an *All of Us* shirt, with his arms folded.

## Cut to:

A large video screen in the background with a sign above it that reads, “Ford Field.” The video screen shows an African American man, the logo of the *All of Us* Research Program, the words “The future of health is here,” and a message that the Henry Ford Health System is supporting the launch event.

A teenage boy, wearing a baseball cap and a Detroit Pistons jersey, walks into the frame, kneels down, and smiles into the camera. He is holding the hand of a teenage girl.

## Cut to:

A community educational fair at an *All of Us* launch event, with many people walking in the street and a series of display tents lined up along one side of the street.

## Cut to:

Two adults holding the hands of a little girl and dancing in an open lot during an *All of Us* launch event.

## Cut to:

Three smiling people standing in front of the *All of Us* Journey traveling exhibit.

## Cut to:

A group of teenagers lined up on a stage in front of microphones, singing and clapping.

## Cut to:

People lined up and looking at displays on a table at the *All of Us* Journey traveling exhibit.

## Cut to:

A fast-motion scene of people walking among a series of display tents at an *All of Us* launch event on an open plaza.

## Cut to:

A bearded man in a park. The words, “All across the county” appear on the screen over the next several scenes.

## Cut to:

A smiling woman with two young boys.

## Cut to:

Five people wearing *All of Us* Research Program tee shirts, at an *All of Us* launch event. In front of them, they are holding a frame with the words “FiftyForward.org” and “Connect with us!” on it.

## Cut to:

A church choir singing in front of a large video screen displaying the *All of Us* Research Program logo.

## Cut to:

People looking at a display about precision medicine.

## Cut to:

Several people, including NIH Director Dr. Francis Collins, sitting in church pews and clapping.

## Cut to:

Logo of the Detroit Lions displayed in front of seats at Ford Field. As a man runs by, the word “Detroit” appears on screen.

## Cut to:

A man examines a photo wall and mural at the *All of Us* Journey traveling exhibit at a launch event. The word “Birmingham” appears on screen.

## Cut to:

A musical group on a stage, playing multiple instruments, including several violins and a guitar. An *All of Us* launch event and the skyline of Chicago are in the background. The word “Chicago” appears on screen.

## Cut to:

Several people at an *All of Us* launch event with a row of display tents lined up in the background. The words “New York City” appear on screen.

## Cut to:

Three Latina women wearing traditional costumes and dancing at an *All of Us* launch event. The word “Pasco” appears on screen.

## Cut to:

Four men in cowboy hats play musical instruments at an outdoor *All of Us* launch event. The word “Nashville” appears on screen.

## Cut to:

A man performs a magic act with a dove for a small audience. The words “Kansas City” appear on screen.

## Cut to:

A smiling woman at an *All of Us* launch event.

## Cut to:

A group of people sitting in folding chairs and playing hand drums at an outdoor *All of Us* launch event. The words “People came together” appear on screen.

## Cut to:

Several smiling people, some wearing *All of Us* tee shirts, waving. In the background, is a large display with the *All of Us logo,* the face of a young boy, and the words “Photo Booth.” The words “To speed up” appear on screen.

## Cut to:

People dancing at an *All of Us* launch event. Chicago’s skyline is in the background. The words “Health Research Breakthroughs” appear on screen.

## Cut to:

A teenage girl sings into a microphone. More teens are singing behind her; behind them is a curtain and a sign picturing a child and the *All of Us* logo.

## Cut to:

A photo wall with photographs of many individuals.

## Cut to:

A woman placing photographs of individuals on the photo wall.

## Cut to:

Two different scenes of photo walls at the *All of Us* Journey traveling exhibit.

## Cut to:

A group of women, most wearing *All of Us* tee shirts, seated and standing at a display table and waving.

## Cut to:

Two different scenes of two men at *All of Us* launch events.

## Cut to:

Children playing at an inflatable bounce house. The words “Changing the Future of Health” appear on screen for the next several scenes.

## Cut to:

A group of people in costume playing violins on a stage in front of microphones.

## Cut to:

*All of Us* Program Director Eric Dishman speaking on stage.

## Cut to:

Four people waving and laying on the ground on their backs, in four different directions, with their heads touching. The words “For Ourselves” appear on screen over the next several scenes.

## Cut to:

A woman at the *All of Us* Journey traveling exhibit, waving.

## Cut to:

Teenagers skipping rope in the street. The words “For future generations” appear on screen for the next several scenes.

## Cut to:

The *All of Us* display tent at an *All of Us* launch event. The Chicago skyline is visible in the background.

## Cut to:

The *All of Us* photo wall. The words “For All of Us” appear on screen, fade out, and are replaced with the logo of the *All of Us* Research Program.

The photo wall fades out, leaving the *All of Us* logo against a blank background.

The *All of Us* logo fades out and is replaced by the words “Join us” and “JoinAllofUs.org.”