# What Is *All of Us*?

<https://www.youtube.com/watch?v=ti50nS7B5vI&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.