



Marty Kaplan, director, Norman Lear Center; Sandra de Castro Buffington, director of the Hollywood, Health & Society program

Resources

Hollywood, Health & Society provides you with the information you need when you need it. We'll find quick health facts, share case examples and introduce you to experts and real people who can share their stories. We've assisted writers with major storylines on topics such as skin cancer, breast cancer, hepatitis, heart disease, toxic exposure, antibiotic resistance, sexual violence, organ transplants, SARS and smallpox.

Recognition

The Sentinel for Health Award recognizes exemplary TV storylines that best inform, educate and motivate viewers to make choices for healthier and safer lives. Past winners have been storylines about breast cancer, diabetes, HIV/AIDS and alcoholism.

Research

We collaborate with communication researchers and entertainment industry executives to study the content and impact of TV health storylines. We present our findings at national conferences and publish them in professional journals.

Support

Hollywood, Health & Society ensures that you have the most accurate health information available when you need it, and it's free. We are funded by the Centers for Disease Control and Prevention, The Bill & Melinda Gates Foundation, the Barr Foundation, The California Endowment, and the Agency for Healthcare Research and Quality, among others.

Who we are

■ **Hollywood, Health & Society** is a program at the USC Annenberg Norman Lear Center that provides entertainment industry professionals with accurate and timely information for health storylines, through expert consultations and briefings, panel discussions and online tip sheets. Funded by the Centers for Disease Control and Prevention and several other agencies and foundations, the program recognizes the profound impact that entertainment has on behavior. Please visit our website at www.usc.edu/hhs.

■ **The Norman Lear Center** is a multidisciplinary research center that explores the implications of the convergence of entertainment, commerce and society. From its base in the USC Annenberg School for Communication & Journalism, the Lear Center builds bridges between faculty who study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between the entertainment industry and academia, and between them and the public. For more information, please visit www.learcenter.org.

■ **USC Annenberg School for Communication & Journalism** Located in Los Angeles at the University of Southern California, the Annenberg School is among the nation's leading institutions devoted to the study of journalism and communication and their impact on politics, culture and society. Annenberg offers BA, MA and PhD degrees in journalism, communications and public relations. For more information, please visit www.annenberg.usc.edu.

■ **The Centers for Disease Control and Prevention** The CDC is recognized as the lead federal agency for protecting the health and safety of people at home and abroad, providing credible information to enhance health decisions and promoting health through strong partnerships. For more information, visit www.cdc.gov.



HOLLYWOOD
HEALTH &
SOCIETY
THE NORMAN LEAR CENTER
USC ANNEBERG



Get the facts.



Fast.



We know that people learn about health from TV shows, and writers constantly need interesting scenarios to incorporate into scripts. That's why we turn to experts and people who are in the trenches. They give us added grist for storytelling. — NEAL BAER, EXECUTIVE PRODUCER, *A GIFTED MAN*

Our services: From expert briefings to story tours

QUICK FACTS

A quick question? We can provide quick answers. Our staff is knowledgeable about health topics and resources, with more than 40 years combined experience in public health, cancer, medical and research settings.

CONSULTATIONS

Our list of experts who'll answer questions and offer perspective is far-reaching—it covers academic, government and health care organizations around the country.

BRIEFINGS

Writers can get briefed on the hottest health issues—whether it's AIDS in Africa, a bioterrorism threat, new cancer breakthroughs, obesity, heart disease, school violence and many others.

STORY TOURS

We organize inspiring and informative trips locally and around the world—connecting writers with local storytellers to learn about health challenges and innovative solutions from Boyle Heights to India and South Africa.

Tip sheets

We offer tip sheets and case examples on many health topics, tailored especially for writers, at www.usc.edu/hhs. Under the pull-down menu For Writers, select Health Topic Tip Sheets.

CASE EXAMPLES

Health issues that fit your characters and storylines. We can share patient stories, public health investigations and focus group findings from our files.

PANEL DISCUSSIONS

Entertaining programs on health challenges and storytelling. Our discussions feature public health experts, writers and producers who explore timely health issues for TV and film—bioterrorism, the impact of television on kids, the uninsured, youth mental illness, disease detectives and the role of nutrition in preventing diseases like cancer.

UPDATES ON HEALTH ISSUES

We send out quarterly updates on current health issues. To get the inside scoop on disease outbreaks, cancer discoveries and other hot topics on public health, contact us at hhs@usc.edu.

GLOBAL HEALTH PROGRAM AND OUTREACH

The Bill & Melinda Gates Foundation supports outreach to the entertainment industry around key global health topics such as HIV/AIDS, tuberculosis, malaria, maternal health, polio and tobacco.

GLOBAL CLIMATE CHANGE INITIATIVE

With the generous support of the Barr Foundation and others, we offer resources to television writers, producers and other entertainment industry professionals working to portray the myriad ways that climate change affects public health.

TRANSMEDIA OUTREACH

From webisodes to games and websites, Hollywood, Health & Society's free resources are also available to those producing new media content on television show websites, video games and social media platforms. In fact, we have already built up a substantial portfolio of work in the digital realm.

You have questions. We have answers.

The kinds of questions that writers ask us:

- **What type of life-threatening disease** could a character have if she is an African American professional woman in her mid-40s? If it is cancer, what type would it be and what are the first symptoms?
- **What would a psychiatrist say** to a high school student who threatens to kill himself or someone else? Is he required by law to tell the teen's parents and the police?
- **What steps would the CDC take** if a dangerous virus was released in a big city like L.A.? What could the virus be? When would they notify people that there is a problem?
- **If a patient has advanced-stage colon cancer** and has not responded to standard treatment, what would she have to do to get experimental treatment? What would that treatment be?
- **What are the rules about kids carrying** asthma medication in school? What would happen if they shared it with another student?
- **What are the biggest health threats in the Congo?** How is health care set up and delivered in a bush setting? What is done for patients with AIDS?

Some TV shows we've worked with

As the World Turns, Boardwalk Empire, Bones, Boston Legal, Breaking Bad, Brothers and Sisters, Castle, Crossing Jordan, CSI, CSI: Miami, CSI: New York, Days of Our Lives, Desperate Housewives, Dexter, ER, Everwood, Fringe, A Gifted Man, The Good Wife, Grey's Anatomy, Heroes, House, Human Target, In Treatment, Jericho, Judging Amy, Las Vegas, Law & Order, Law and Order: Criminal Intent, Law & Order: SVU, Lie to Me, Mad Men, Malcolm in the Middle, NCIS, Numb3rs, Off the Map, Parenthood, Private Practice, Royal Pains, Terminator: The Sarah Connor Chronicles, 24, West Wing, The Wire, Without a Trace



Hollywood, Health & Society
(800) 283-0676 • hhs@usc.edu • www.usc.edu/hhs