

The Centers for Disease Control and Prevention



Award Presentations

Sentinel for Health Award for Daytime Drama

Soap Summit VI

Loews Santa Monica Beach Hotel

Santa Monica, CA

October 26, 2001

The Sentinel for Health Award for Daytime Drama

The Sentinel for Health Award for Daytime Drama recognizes exemplary achievements of daytime dramas that inform, educate, and motivate viewers to make choices for healthier and safer lives. For many loyal viewers, daytime dramas provide both entertainment and incidental information about disease, injury, and disability. Through their portrayals of characters' lives, writers, producers and actors have a unique opportunity to touch viewers' lives. The way a popular character deals with a personal health decision and its impact can influence audience members to think about their own choices. A compelling storyline that demonstrates risky behavior and consequences, or shows how to avoid risk, can benefit millions of viewers and their loved ones.

This award is given by the Centers for Disease Control and Prevention (CDC) with funding support from the CDC Foundation. Population Communications International (PCI) hosts the awards ceremony as part of the Soap Summit Conference presented annually by PCI.

Previous Recipients

2000 "Viki's Breast Cancer" One Life to Live (ABC)

The Sentinel for Health Award for Daytime Drama is part of a larger Entertainment Education Program that supports CDC health communication efforts through research, education and outreach to entertainment audiences. Producers and writers of TV shows can access CDC health information online at http://www.cdc.gov/communication/entertainment_education.htm.

**The Sentinel for Health Award
for Daytime Drama
Presentations
Soap Summit VI**

October 26, 2001

Introductory Remarks

Irwin Sonny Fox
Senior Vice President, Population Communications
International

Recognition of Finalists and Winner

James Marks, MD, MPH
Director, CDC National Center for Chronic Disease
Prevention and Health Promotion

Closing Remarks

Mr. Fox

Advisors to the CDC Award Committee

Irwin Sonny Fox, Senior Vice President, Population
Communications International

Sue Goldstein, MMed (Community Health), Senior Manager,
Soul City

John Leverage, PhD, Vice President of Awards, Academy of
Television Arts and Sciences

Arvind Singhal, PhD, Professor, College of Communication,
Ohio University

Linda Susman, Editor, Soap Opera Weekly

Award Review Panel

Peter Clarke, PhD, Professor, USC Annenberg School for
Communication and USC Keck School of Medicine

Deborah Glik, ScD, Professor, UCLA School of Public Health

James G. Haughton, MD, MPH, FACM, Medical Director
of Public Health, Los Angeles County Department of
Health Services

Saundra Halgrimson, Manager, Last Acts Writers Project

Ellin Kavanagh, TV Writer

Ann Marcus, Writer/Producer, Board of Directors, Writers Guild
of America, West

Doe Mayer, Mary Pickford Professor of Film & Video
Production, USC School of Cinema and Television,
USC Annenberg School for Communication

Laurie Trotta, Media Writer-Advocate

CDC Review Panels

“Fetal Alcohol Syndrome,” Days of Our Lives (NBC)
National Center for Birth Defects and Developmental
Disabilities:
Jacquelyn Bertrand, PhD; Jasjeet S. Sidhu, MD, MPH;
Connie Granoff; Jon F. Baio; Karen Hymbaugh

“Monica’s Cancer Scare,” General Hospital (ABC)
Division of Cancer Prevention and Control:
George Ann Stokes; Charles L. Green; D. Michele Hoover;
Crystale Purvis Cooper, PhD; Louie Ross, PhD; Sandra B. Jones, PhD

*“AJ’s Detox,” General Hospital (ABC); “Teen Alcohol Abuse/Alcohol
Poisoning,” One Life to Live (ABC); “Ecstasy’ and Agony,”
All My Children (ABC)*
Division of Adolescent and School Health: Mary Sue Lancaster
Office on Smoking and Health: Michelle Dixon
Office of National Drug Control Policy (White House): Nataki MacMurray
Hepatitis Branch: Amy Paul-Ward

“Arianna’s Been Raped,” Port Charles (ABC)
Division of Violence Prevention and Control:
Janet Saul, PhD; Kathleen C. Basile, PhD; Paul Abamonte; Alida J. Stancil

“Joe May be HIV Positive,” Port Charles (ABC)
Division of HIV and AIDS Prevention:
Lisa W. Kimbrough; Lisa K. Roney; Janice Leveritte;
Tracey L. Hodges; Ann O’Leary, PhD; Matilda Glenn

“Raul’s Diabetes,” The Young and the Restless (CBS)
Division of Diabetes Translation:
Leonard Jack, Jr., PhD; Patricia L. Mitchell; Angela Green-Phillips;
Melinda Salmon; Linda S. Geiss

“Parker’s Accident,” As The World Turns (CBS)
Division of Unintentional Injuries Prevention:
LaTanya Butler; Krista Hopkins; Randy Elder; Michael Ballesteros, PhD;
Catherine Staunton, MD; Christine M. Branche, PhD

Sentinel for Health Award for Daytime Drama Finalists

“Fetal Alcohol Syndrome” Days of Our Lives (NBC)

Creative Team: Ken Corday, Tom Langan, Stephen Wyman, Sheryl Harmon, Janet Spellman-Rider, Tom Walker, Herb Stein, Phil Sogard, Randy Robbins, Dena Higley, Dorothy Ann Purser, Victor Gialanella, Peter Brash, Paula Cwikly, Fran Myers, Jeanne Marie Grunwell, Sofia Landon Geier, Randy Holland, Edwin Klein, Richard Culliton

Judges' Comments: Good discussion of importance of early diagnosis and that there is no cure, only early intervention, education, etc...Liked the demonstration of family support...Good information about babies getting FAS from the mother's drinking during pregnancy...more serious damage in first trimester...Patience dealing with child was important information...Congratulations to writing staff for taking on this challenging topic...Very sympathetic...for parents of such a child to cope with the disease.

“Joe May be HIV Positive” Port Charles (ABC)

Creative Team: Julie Hahn Carruthers, Hope Harmel Smith, Mercer B. Barrows, Jr., Barbara Bloom, Karen Harris, Beth Milstein, Anne Schoettle, Marla Kanelos, Casandra Morgan, Judy Farrell, Hannah Shearer, Elizabeth Snyder, Neal Bell/Thom Babe, Jill Donner, Scholz, Johnnie Raines

Judges' Comments: Good messages about prevention, and testing that is required multiple times...Nice modeling of support people can provide for friends who have been exposed...waiting on test results...Use of condoms for precaution against HIV and informed decision-making to have sex...Excellent scene...opening the proposed condom...Storyline addressed a lot of myths...good that woman who “infected” him was not a bad person...Mother's comments and then apology – good example.

**“Ecstasy’ and Agony”
All My Children (ABC)**

Creative Team: Jean Dulario Burke, Agnes Dixon, Craig Carlson, Fred Johnson, N. Gail Lawrence, Victor Miller, Addie Walsh, Mimi Leahey, Bettriza Bradbury, Janet Iacobuzio, John Piroman

Judges’ Comments: Presented symptoms of drug use—educational for adults...particularly ecstasy use...Great portrayal of the myths surrounding the dangers of this substance...Addressed how youth are unaware of consequences, side effects, and harm of drugs...misperception of “harmless high”...that drug addiction knows no age or social standing...Showed consequences...different drug-related problems...Liked the “bad” girl being good...being friends with the other girl who takes drugs...vulnerable to “losing” something by revealing Shannon’s drug use.

**“Raul’s Diabetes”
The Young and the Restless (CBS)**

Creative Team: William J. Bell, Edward J. Scott, David Shaughnessy, Nancy Bradley-Wiard, Kay Alden, Trent Jones, Jerry Birn, Janice Ferri, John. F. Smith, Rex M. Best, Natalie Minardi, Michael Minnis, Jim Houghton, Joshua McCaffrey, Eric Freiwald

Judges’ Comments: Nice portrayal of support...symptoms...treatment...what needs to be done to control diabetes and prevent complications...encouraging people to learn about their disease...Diabetic’s personal reaction...handled well...Excellent inclusion of PSAs and mention of where to get additional information...Dramatic and heart-warming...execution enhanced the presentation...Well-written, acted, directed, produced.

The Judging Process

Each entry is screened by CDC staff for eligibility. Qualifying entries are then evaluated in two rounds of judging.

First Round of Judging: Each storyline is reviewed for accuracy of depictions by a CDC panel of topic experts that takes the following into consideration:

- How to prevent the disease, injury, or disability
- How a character's choices affect his or her health condition
- What causes the disease, injury, or disability and its impact on the characters' lives
- Common myths about disease, disability or injury
- Which characters are at greatest risk for the health problem
- Professional standards and practices observed by health care providers in health care settings

Second Round of Judging: Finalists from the first round of judging are reviewed by a panel of invited experts from public health, academic, advocacy and entertainment organizations. The entries are evaluated based on the following criteria:

- Potential benefit to viewing audiences
 - Entertainment value
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CDC Research On Soap Opera Viewers

CDC analyzed data from the 1999 Healthstyles Survey* and reports the following findings on soap opera viewers:

- Almost one-fifth (19%) of the adults surveyed watch daytime dramas at least twice a week (regular viewers), and one-third (33%) watch daytime dramas at least a few times a month.
- Almost half (48%) of regular viewers report they learned something about a disease or how to prevent it from a daytime drama.
- More than one-third (34%) took some action as a result of learning about a disease from a daytime drama storyline:
 - 25% told someone about the problem
 - 13% suggested someone do something about the problem
 - 7% visited a clinic or doctor
 - 6% did something to prevent the problem
- When compared to non-viewers, regular viewers of soap operas report more health concerns, and express more negative beliefs and behaviors about prevention practices than non-viewers; they also seek out health information more than non-viewers, but have more difficulty understanding the information they read.
- More women of color (regular viewers) report learning from daytime drama than they report learning from prime time shows; and more Black women report giving advice after hearing about a health issue in daytime than any other group of daytime or prime time viewers.**

CDC's review of other audience research and analysis of the Simmons Market Research PRIZM database reveal that regular soap opera viewers include some of the age groups, education and income levels, and minorities most at risk for preventable diseases.

*The Healthstyles Survey sample is drawn from the DDB Needham Lifestyles survey which bases its sampling on seven U.S. Census Bureau characteristics, considered by most market research experts to create a sample that best represents the U.S. population. Healthstyles is a proprietary database product developed by Porter Novelli, a full-service social marketing and public relations firm. A total of 2,636 respondents answered questions on a mail survey for the 1999 Healthstyles Survey.

**Analysis includes data from 2000 Healthstyles Survey.

CDC Award Committee

Curtis Allen, National Immunization Program
Nicole Blair, Office on Smoking and Health
Fred Blosser, National Institute of Occupational Safety and Health
Courtney Bolen, National Center for Environmental Health
Lisa Bridges, Division of Bacterial and Mycotic Diseases
Linda Frank, Division of Reproductive Health
Tonica Gleaton, Division of HIV and AIDS Prevention
Tracie Merritt, Division of Cancer Prevention and Control
Georgia Moore, Division of Cancer Prevention and Control
Steve Stewart, Division of Unintentional Injuries Prevention
Lara Than, National Center for Birth Defects and
Developmental Disabilities
Diana Toomer, National Center for Chronic Disease Prevention
and Health Promotion
Kathryn Wilson, Office of Women's Health

CDC Award Staff and Specialists

Vicki Beck, Director of Entertainment Education
Varian Brandon, Office of Communication
Amy Schachter, Office of Communication
Ron Bartlett, Division of Training and Media Development
Barbara Lord, Visual Information Specialist
Diane Small, Visual Information Specialist

The CDC Foundation

Kate Ruddon, Vice President for Communications

The Centers for Disease Control and Prevention

CDC protects people's health and safety by preventing and controlling diseases and injuries; enhances health decisions by providing credible information on critical health issues; and promotes healthy living through strong partnerships with local, national and international organizations.

The CDC Foundation

Support and printed materials for the Sentinel for Health Award for Daytime Drama are provided by the CDC Foundation. An independent, non-profit organization, the CDC Foundation responds to health threats by connecting people to the scientists of the CDC and by building partnerships to champion CDC initiatives.

Special Thanks

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