

The
Sentinel
for *Health Awards*



HOLLYWOOD, HEALTH & SOCIETY

USC ANNENBERG

The Norman Lear
CENTER

Awards Ceremony
Writers Guild of America, west
Los Angeles, California
September 27, 2006



The Sentinel for Health Awards recognize exemplary achievements of television storylines that inform, educate and motivate viewers to make choices for healthier and safer lives. For many loyal viewers, television dramas and comedies provide both entertainment and information about disease, injury and disability. A compelling storyline that demonstrates risky behavior and consequences, or shows how to avoid risk, can benefit millions of viewers and their loved ones.

Each entry is screened by Hollywood, Health & Society staff for eligibility. Qualifying entries are evaluated in two rounds of judging. In the first round of judging, each storyline is reviewed for accuracy by a panel of topic experts who take the following into consideration:

- * How the health problem can be prevented
- * How a character's choices affect his/her health or safety
- * What causes the health problem and how it impacts the lives and relationships of characters
- * Common myths about the health issue
- * Which characters are at greatest risk for the health problem
- * Professional standards and practices observed by health care providers

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 on the following criteria:

- * Potential benefit to the viewing audience
- * Entertainment value

Previous Recipients

2000 Daytime Drama: "Viki's Breast Cancer," *One Life to Live*
2001 Daytime Drama: "Raul's Diabetes," *The Young and the Restless*
2002 Daytime Drama: "Tony's HIV," *The Bold and the Beautiful*
2002 Pioneer for Health: "Bert's Pap Smear," *Guiding Light/Agnes Nixon*
2003 Daytime Drama: "Neil's Alcoholism," *The Young and the Restless*
2004 Daytime Drama: "Lily and Kevin: The Danger Within," *The Young and The Restless*
2004 Primetime Drama: "Choice," *Law & Order: Special Victims Unit*
2004 Primetime Minor Storyline: "Heartbeats and Deadbeats," *Strong Medicine*
2004 Primetime Comedy: "No More Wire Hangers," *One on One*
2005 Daytime Drama: "Autism Spectrum Disorder Storyline," *All My Children*
2005 Primetime Drama: "Volcano," *Without A Trace*
2005 Primetime Minor Storyline: "Leaps of Faith," *7th Heaven*
2005 Primetime Comedy: "Prescription for Trouble," *George Lopez*
2005 Telenovela: "Graciela Refuses to Have Cancer," *Anita, no te Rajes*

Research on Primetime and Daytime Television Viewers

Key findings from the Porter Novelli 2001 and 2002 HealthStyles surveys reveal that more than half (57%) of regular TV drama viewers (those who watch at least twice a week) learned something about a disease or how to prevent it from a daytime or primetime drama. About two-thirds of Hispanic and Black regular viewers reported learning something. Forty-two percent of *telenovela* viewers rated Spanish-language TV as a top source of learning about health, and six out of ten reported learning about health from *telenovelas*. About one-third of regular viewers took one or more actions as a result of a TV health storyline, with women reporting action more often than men (37% vs. 29%). Discussion is the most common response to TV storylines, but many viewers also report that they did something or told someone else to do something to prevent a problem, called a toll-free hotline for more information, or visited a doctor or a clinic. These findings are part of an ongoing study conducted by CDC and USC to evaluate the impact of TV health storylines on viewers through the Porter Novelli Styles surveys. Summaries are available at: www.cdc.gov/communication/healthsoap.htm.

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Welcome

Patric Verrone

President, Writers Guild of America,
west

Introductory Remarks

Martin Kaplan, PhD

Associate Dean, USC Annenberg
School for Communication
Director, Norman Lear Center

Everett M. Rogers Award for Achievement in Entertainment-Education

Peter Clarke, PhD

Professor, USC Annenberg School
for Communication and Keck School
of Medicine

Miguel Sabido, HonD

President, World Entertainment-
Education Foundation (WEEF)

Sentinel for Health Awards Presentation and Panel Discussion

Martin Kaplan and Awards Recipients

Martin Kaplan, PhD



Martin Kaplan, Associate Dean of the USC Annenberg School for Communication, is the Director of the Norman Lear Center. A *summa cum laude* graduate of Harvard in molecular biology, a Marshall Scholar to Cambridge University and a Stanford PhD, he has been an Aspen Institute program officer; a federal education staffer; Vice President Walter F. Mondale's chief speechwriter and deputy presidential campaign manager; a vice president of motion picture production for Disney Studios; and a film and television writer and producer (*The Distinguished Gentleman*, *Noises Off*, *Max Q: Emergency Landing*).



Awards Finalists

Daytime Drama

“Billy Takes a Drink,” *Guiding Light* (CBS)

Writers: Dave Kreizman, Donna Swajeski, Jill Lorie Hurst

Judges' Comments: *Shows the real bold and struggle that alcohol use can have on someone ... Accurately depicts the feelings of selfishness, shame, worthlessness, and denial ... Good mention of support services, like AA ... Shows the need for family/friends support ... Reinforces that alcoholism is a life-long disease ... Great job portraying desperation and confusion that comes with loss of control ... Very compelling.*

“Lucinda’s Breast Cancer,” *As The World Turns* (CBS)

Writers: Jean Passanante, Christopher Whitesell, Trent Jones, Leah Laiman, Charlotte Gibson, Lisa Connor, Courtney Simon, Judith Donato, Judy Tate, Elizabeth Page, Susan Dansby, Josh Griffith, Melissa Salmons

Judges' Comments: *Excellent messages about prevention, detection, and psychosocial issues ... Covers the range of emotions that influence a woman's treatment choices, and provides extensive and accurate information on those treatment choices ... Inclusion of the storyline about the Mexican clinic is especially timely ... An accurate and thorough job of portraying the facts ... Good PSA at the end.*

“Surviving and Learning to Live as an Amputee,” *Days of Our Lives* (NBC)

Writers: James E. Reilly, Peter Brash, Rick Draughon, Jeanne Marie Ford, Sofia Landon Geier, Michael Slade, Bruce Neckels, Susan Kirshenbaum, Jodie Scholz

Judges' Comments: *Realistically portrays the effect of a new disability on an individual and their friends/family ... Accurate portrayal of the patient's anger towards doctor, wife, situation in general ... Doctor [is portrayed as] sympathetic, normalizes the patient's anger towards his wife; and is encouraging but realistic to the patient ... Heather Mills McCartney gives an authentic voice to the situation and imparts a lot of knowledge ... Kudos to the writers for having a story about disability.*

Telenovela

“Don Pedro’s Diabetes,” *Amarte Así* (Telemundo)

Writer: Enrique Torres

Judges' Comments: *Realistic portrayal of challenges and common excuses by those affected by diabetes ... Creates discussion about diabetes in the community and shows the powerful role of family and community ... Provides realistic examples of healthy behaviors with which the audience can identify ... Deals constructively and compassionately with impotence and its possible cause in diabetes ... Emphasizes the fact that diabetes can be controlled.*

Primetime Comedy

“My Chopped Liver,” *Scrubs* (NBC)

Writer: Debra Fordham

Judges' Comments: *Explains living liver donation quite well ... Accurately portrays hepatitis and symptoms of the condition ... Really shows a lot of compassion between the brother and doctor ... Accurate depiction of complications ... Shows the risks of living donation ... Good medical terminology ... Describes donation as a ‘gift,’ which emphasizes the altruism ... Poignant story, beautifully told.*

“George Helps Ernie See the Cellu-Light,” *The George Lopez Show* (ABC)

Writer: Dave Caplan

Judges' Comments: *Good job at portraying and dispelling stereotypes about weight ... Balances comedy with facts and good information ... Very good picture of some of the social consequences of obesity ... Shows how to prevent obesity through diet and exercise, and emphasizes personal responsibility ... Shows how choices affect health ... Addresses societal stigmas ... Talks about the role heredity plays.*

“The Kidney Stays in the Picture,” *The George Lopez Show* (ABC)

Writer: Jim Hope

Judges' Comments: *Very good job of heightening awareness ... Provides a valuable teaching opportunity in a humorous fashion ... Emphasizes open communication within family on health issues ... Acknowledges the importance of family history in risk of disease ... Great messages about taking physical symptoms of children seriously ... PSA really helps to pull together the importance of diagnosing kidney disease.*

Awards Finalists

Primetime Minor Storyline

“BRCA – Breast Cancer Risks,” *ER (NBC)*

Writer: David Zabel, Janine Sherman Barrois

Judges’ Comments: *Good overall message about higher risk groups, the importance of screening ... Very positive move to show a physician getting a mammogram ... Illustrates nicely the reasons a woman would want to be tested for BRCA1 or BRCA2, and the difficult choices ... Explores pluses and minuses of prophylactic surgery ... Mentions that BRCA raises risk for breast cancer, ovarian cancer by 90% ... A well-constructed episode about cancer.*

“So...What Brings You to Armageddon?” *Huff (Showtime)*

Writers: Bob Lowry, Byron Balsco, Jessica Mecklenburg, Nicole Mirante, Mark Richard, Annie Brunner

Judges’ Comments: *Graphically highlights an attorney’s spiral downward from cocaine addiction ... Depicts many negative aspects of drug abuse, and doesn’t glamorize addiction ... Incredibly accurate portrayal of substance abuse ... Despair of the ‘loaded’ character is palpable, along with the fidgeting, twitching, and compulsive behavior ... Excellent portrayal of the acute and long-term effects of addiction ... Gripping portrayal.*

Primetime Drama

“Waiting for a Heart Transplant,” *Grey’s Anatomy (ABC)*

Writers: Kip Koenig, Stacy McKee, Harry Werksman, Gabrielle Stanton, James Parriott, Blythe Robe, Elizabeth Klaviter, Mimi Schmir, Mark Wilding, Shonda Rhimes

Judges’ Comments: *Artfully portrays the agony of waiting for an organ transplant ... Underscores very well the difficulty of finding suitable hearts for transplantation ... Extended storyline over episodes makes it more engaging and organic ... Does a great job of explaining the medical condition, what will happen to the recipient once the organ arrives at the hospital, and how the organ is evaluated in the operating room ... Brings up well thought out moral issues.*

Primetime Drama (cont’d)

“Let It Be,” *Grey’s Anatomy (ABC)*

Writer: Mimi Schmir

Judges’ Comments: *Really good presentation of the story, including statistics, choices available, and the impact on the family ... Explores well the potential downsides of prophylactic surgery – both physical, emotional, and the effects on a relationship ... Accurately depicts the potential for breast and ovarian cancer based on genetic testing and family history ... Excellent portrayal of the pros and cons of genetic testing.*

“Harvest,” *Numb3rs (CBS)*

Writer: J. David Harden

Judges’ Comments: *Exposes the inhumane treatment in other countries with respect to organs being bought from those who are less fortunate ... Shows that it is against the law to buy and sell organs in the U.S. ... Great mention of the waiting list, the matching process of donors and recipients ... Good use of statistics about living donors ... Shows the real drama in this material ... Exceptionally well written ... Very nice ending shows real ways for people to help.*

“Expectations,” *Without A Trace (CBS)*

Writer: David Rapp

Judges’ Comments: *Explains well that HIV, with proper treatment, is unlikely to be passed from mother to child, and reinforces that HIV+ women can have healthy babies ... Portrays stigma and discrimination, real issues that people deal with ... Great to show an HIV+ woman paying attention to her health and her baby’s ... Underscores the need for a C-section during an HIV labor ... Dramatic weaving of technical information and drama into story.*



Round One Judges

Centers for Disease Control and Prevention:

Yazmin Acevedo, MSW
Gabrielle Benenson, MPH
Jeff Bosshart, MSW, MPH
David W. Brown, MSPH, ScM
Michael T. Brown, MS
Daniel P. Chapman, PhD, MSc
Maria V.C. Cano, MD, MPH
Rachel Ciccarone, MPH, CHES
Jill Clark, MPH
Veronica Davison, MA
Linda Donegan
Kris Ernst, RN, CDE
Sarah Foster, MPH
Linda S. Geiss, MA
Theresa Harrington, MD, MPH&TM
Gail Hayes, MS
Timothy K. Hensley
Michele Hoover, MS
Gordon Hughes, PhD
Michele Huitric, MPH
Giuseppina Imperatore, MD, PhD
Richard W. Klomp, MOB, MS, LPC
Linda J. Koenig, PhD
Jennie Johnston
Jamila Howard Jones, MPH
Michael LaFlam
Rebecca T. Leeb, PhD
Norma B. Loner
Kathryn E. Wilson Maddox, MPH,
CHES
L. Michele Maynard, MS, PhD
Robert McDonald, Jr., MPH
Jacqueline Miller, MD
Eveliz Metellus, MPH
Ava W. Navin, MA
Sarah O'Leary, MPH, MA
Chelsea Carlson Payne, MPH
Ruth Shults, PhD, MPH
Mandy Stahre, MPH
Jane Suen
Allan W. Taylor, MD, MPH
Pamela G. Tucker, MD
April Vance, MPH
Karen Voetsch, MPH
Sophie G. Wenzel, MPH

Round One Judges (cont'd)

National Cancer Institute:

Ellen Beckjord, PhD, MPH
Ann C. Benner
Denise Buckley
Cynthia Depew, MPH(c)
Dorie Hightower
Heather Maisey
Michael Miller, MS, MPH
Glen D. Morgan, PhD
Gwen Moulton
Mary O'Connell, MA
Jennifer Thompson
K. Robin Yabropf, PhD

Partner Organizations:

Darryl Ballin, MD, UCLA ISAP
Maureen Felker, MSW, UCLA ISAP
Gloria Handy, MBA, OneLegacy
Ramona Leinen-Duren, OneLegacy
Patricia Marinelli-Casey, PhD,
UCLA ISAP
Dae Sullender Medman, MSW,
Entertainment Industry Referral
and Assistance Center
Teresita Nuila, LVN, OneLegacy
Harold Owens, MusiCares Foundation
Stephanie Schmitz, OneLegacy
Bruce Steinberg, MD, UCLA ISAP
Bryan Stewart, OneLegacy

Round Two Judges

Daytime and Primetime Categories:

Lisa Cho Allen, The Media Project
Elizabeth Bancroft, MD, SM,
Los Angeles County Department
of Public Health
Deborah Glik, ScD, UCLA School of
Public Health
Maria Iacobo, MS, Los Angeles County
Department of Health Services
Donna Kanter, MA, The Kanter
Company, Inc and Academy of
Television Arts and Sciences
Doe Mayer, MA, USC School of
Cinema-Television and Annenberg
School for Communication
Sheila T. Murphy, PhD, USC Annenberg
School for Communication
Laurie A. Trotta, Arizona State
University
Hal Trussell, Producer

Telenovela Category:

Margaret Avila, MSN, MS, RN/NP,
Mount St. Mary's College
Patricia Bennett, American Cancer
Society Volunteer
Russell A. Bennett, MBA, CHIE, United
Healthcare Latino Health Solutions
Antonio Mejias-Rentas, *La Opinión*

CDC Sentinel Awards Group

Paul Abamonte
 Yazmin Acevedo, MSW
 Curtis Allen
 Sherry Baron
 Mary Bartlett
 Fred Blosser
 Varian Brandon, MMC
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 Allison Friedman, MS
 Mary Ganikos, PhD
 Gail Goldsmith
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 Yvonne Green
 Judy Griffith, RN, MS
 Gail Hayes, MS
 Wendy Holmes
 Sureyya Hornston, PhD, MPH
 Marsha Houston
 Michelle Dixon Johns, MA
 Maria Lioce-Mata
 Kathryn Wilson Maddox, MPH, CHES
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 Marisa Oge
 Georgina Perez
 Marshall Quinn
 Maria Rivera-Trudeau
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 Anna Stoudemire
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 Diana Toomer
 Kymber Williams, MA
 Janis Winogradsky
 Stephanie Zier

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 ABC Entertainment Television Group
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 American Cancer Society
 CBS Daytime
 CBS Entertainment
 CDC VERB Campaign
 California Department of Health Services
 Cancer Information Service
 The CW Television Network
 Fox Broadcasting Company
 Health Resources and Services Administration Division of Transplantation
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 Los Angeles County Department of Coroner
 Los Angeles County Department of Health Services
 Frank N. Magid Associates Inc.
 March of Dimes
 NBC Entertainment
 National Institutes of Health
 National Public Health Information Coalition
 Nielsen Entertainment
 Office of National Drug Control Policy
 OneLegacy
 Telemundo Network
 UCLA Health Sciences Media Relations
 USC Keck School of Medicine
 USC Health Sciences Public Relations
 USC Norris Cancer Center
 USC School of Cinema-Television
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 Chris Roebken, MPH candidate, USC

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 Grace Huang, MPH, Research Specialist
 Kathy Le, MPH, Office Manager
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 Ann O'Leary, PhD, CDC
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 Leslie Rodriguez, PhD candidate, University of Georgia
 Monica Scales, PhD candidate, University of Georgia
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 Thomas Valente, PhD, USC
 Holley Wilkin, PhD, Georgia State University
 Michelle Yeboah, PhD, HHS

Hollywood, Health & Society

Hollywood, Health & Society is a project 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, the NIH's National Cancer Institute, the Agency for Healthcare Research and Quality and the Health Resources and Services Administration Division of Transplantation, the project recognizes the profound impact that entertainment media have on individual behavior and works to encourage accurate health messages in popular entertainment media like daytime and primetime TV shows and telenovelas. For more information, please visit www.usc.edu/hhs.

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The Norman Lear Center

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, 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

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,900 graduate and undergraduate students, USC Annenberg offers Bachelor's, Master's and doctoral degrees in journalism, communication, public diplomacy and public relations. For more information, please visit www.annenberg.usc.edu.

The Centers for Disease Control and Prevention

The Centers for Disease Control and Prevention 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, please visit www.cdc.gov.

National Institutes of Health/National Cancer Institute

The National Cancer Institute is a component of the National Institutes of Health. The National Cancer Institute is the federal government's principal agency for cancer research and training, including information dissemination and the incorporation of state-of-the-art cancer treatments into clinical practice. For more information, please visit www.cancer.gov.

