

Hollywood, Health & Society

Funded by the CDC, HH&S provides entertainment industry professionals with accurate and timely information for health storylines. It is based at the USC Annenberg School Norman Lear Center as a one-stop-shop for writers, producers, and others in search of credible information on a wide range of public health topics. It supplies writers and producers of entertainment programs with accurate health information through individual briefings, special seminars, expert consultation, health tip sheets, and an innovative Web site, entertainment.usc.edu/bhs.

The Norman Lear Center

The Norman Lear Center is a multidisciplinary research and public policy center exploring implications of the convergence of entertainment, commerce, and society. Based at the USC Annenberg School for Communication, the Lear Center works to bridge the gap between the entertainment industry and academia, and between them and the public. For more information, visit entertainment.usc.edu.

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 1500 graduate and undergraduate students, USC Annenberg offers B.A., M.A. and Ph.D. degrees in journalism, communication, and public relations. For more information, visit annenberg.usc.edu.

Centers for Disease Control and Prevention

The Centers for Disease Control and Prevention 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 *Sentinel* for *Health Award* for *Daytime Drama*



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USC ANNENBERG

The Norman Lear
CENTER

Award Presentations
Soap Summit VII
Century Plaza Hotel
Los Angeles, California
October 26, 2002



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 information about disease, injury, and disability. 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 was developed by the Centers for Disease Control and Prevention (CDC) and is administered by Hollywood, Health & Society (HH&S), a partnership between the USC Annenberg Norman Lear Center and the CDC.

Previous Recipients

2001 *Raul's Diabetes*, *The Young and the Restless* (CBS)

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

The Sentinel for Health Pioneer Award

Hollywood, Health & Society is pleased to introduce a new award category this year -- the Sentinel for Health Pioneer Award. This award honors a special storyline from the past that aired before the Sentinel for Health Award for Daytime Drama was established in 2000. The purpose of the award is to recognize groundbreaking storylines that addressed a health care issue and accomplished a "first" in TV or daytime drama, or otherwise achieved something unique that inspired audiences to live safer and healthier lives.

The Sentinel for Health Award for Daytime Drama

Soap Summit VII, October 26, 2002

Welcome

Martin Kaplan, PhD

Associate Dean, USC Annenberg

School for Communication

Director, The Norman Lear Center

Introductory Remarks

Diana Bontá, RN, DrPH

Director, California

Department of Health Services

Recognition of Finalists and Presentation of Award

Judith Light

Presentation of Sentinel for Health Pioneer Award

Ms. Light

Closing Remarks

Dr. Kaplan



Judith Light

Judith Light has captivated audiences since her soap star days as Karen Wolek on "One Life to Live" and as Angela Bower on the ABC-

TV hit comedy series "Who's the Boss?"

In 2000, Ms. Light starred as the brilliant and uncompromising "Dr. Vivian Bearing" in the off-Broadway play *WIT* -- a heartbreaking, and at times very funny play about how Dr. Bearing copes with ovarian cancer, and how it transforms her views of life.

In the 1989 landmark production, "The Ryan White Story," Ms. Light played the mother of teenage AIDS victim Ryan White. As a result, she began working with several AIDS charities and today is one of Hollywood's most active figures in this cause.

Most recently, Ms. Light took the stage in Athol Fugard's highly anticipated "Sorrows and Rejoicing." She also appears as a recurring character on the highly rated NBC series "Law and Order: SVU."



Sentinel for Health Award for Daytime Drama Finalists

Ashley's Breast Cancer, The Young and The Restless (CBS)

Creative Team: David Shaughnessy, Kathryn Foster, Nancy Bradley Wiard, Kay Alden, Trent Jones, Jack Smith, Jerry Birn, Natalie Mindardi, Jim Houghton, Janice Ferri, Rex Best, Eric Freiwald, Joshua McCaffrey, Michael Minnis

Judge's Comments:

Strong positive statements about what can be done (i.e. the power of early detection, multiple ways to detect cancer, pros and cons of treatment options)...Empathetic discussion of trauma resulting from diagnoses...Good role modeling behaviors for principal (Ashley), family, providers, and friends...Good context that can teach people how to be involved in the issue (i.e. advocacy, breast cancer awareness activities)...It should help women make informed choices...Initial group discussion was very good at explaining the controversy over mammograms...The writers handled this difficult and complex issue well...Multi-racial committee implies that breast cancer is relevant to all women.

Tony's HIV, The Bold and The Beautiful (CBS)

Creative Team: Bradley Bell, Rhonda Friedman, Ron Weaver, Cynthia Popp, John F. Smith, Teresa Zimmerman, Tracey Ann Kelly

Judge's Comments:

Provides useful information on impact and accuracy of disease, especially transmission, stigma, discrimination...Gives relevant information about HIV/AIDS in a clear, concise manner...Good depiction of orphanage in Africa...A very moving and well-acted storyline...The character's growth and his ultimate acceptance of life with HIV was believable...Excellent information about responsibilities of HIV-positive persons; testing, treatment, and safe sex ...Impressed by the frank discussions of sexual activity...Positive range of HIV-related issues: living with HIV; complexity of drug regimen; relationships with others; condoms; alcohol; international problem; Africa; risk factors...I was impressed by the way the story moved past individual issues to broader social issues.

Sentinel for Health Pioneer Award

Bert's Pap Smear, Guiding Light (CBS), 1961-1962

Head Writer: Agnes Nixon

Bert's Pap Smear was the first health storyline in daytime drama. Agnes Nixon wanted to tell this story to educate the public because uterine cancer is 100% curable if caught in time. The show received countless letters from women who received Pap smears because of Bert's story.



Nixon had been head writer for a year when she proposed this storyline. At that time, there were no health storylines in daytime drama and her suggestion met with resistance. She persevered and went on to develop numerous health storylines throughout a distinguished career that included *All My Children* and *One Life to Live*, among other soaps. Nixon has constantly incorporated topical material into all her soaps.



The Judging Process: Sentinel for Health Award for Daytime Drama

Each entry is screened by HH&S staff for eligibility. Qualifying entries are then evaluated in two rounds of judging. In the first round of judging, each storyline is reviewed for accuracy by a CDC panel of topic experts, which 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 character's life
- Common myths about disease, injury, or disability
- Which characters are at greatest risk for the health problem
- Professional standards and practices observed by health care providers in health care settings

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

The winner of The Sentinel for Health Pioneer Award is determined by suggestions submitted from media and network representatives, and from current and past daytime drama writers and producers.

Advisors for the Sentinel for Health Award for Daytime Drama

Irwin Sonny Fox, Senior Vice President, Population Communications International
John Leverence, PhD, Vice President of Awards, Academy of Television Arts and Sciences
Doe Mayer, Ph.D., Mary Pickford Professor of Film and Television Production, USC School of Cinema-Television
Linda Susman, Editor, *Soap Opera Weekly*

CDC Review Panels/First Round Judging

Tony's HIV, CDC Division of HIV/AIDS: Christopher S. Murrill, PhD; Carrie Hartshorne; Thomas M. Painter, PhD; Chris Cagle, PhD; Carmen Villar
Ashley's Breast Cancer, CDC Division of Cancer Prevention and Control: Crystale Cooper; Phyllis Rochester, PhD; Kymber N. Williams; Phyllis A. Wingo; Galal Alshafie, MD, PhD
Katie's Butt-Busting Video, CDC Division of Nutrition and Physical Activity: Janet Fulton, PhD; Michelle Yore; Jessica Shisler; Meenakshi Garg; Anita Blankenship

Award Review Panel/Second Round Judging

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
Ken August, Director, Office of Public Affairs, California Department of Health Services
Jessica Klein, Tom Lynch Company
Laurie Trotta, Media Writer-Advocate

Research on Soap Opera Viewers

Data analyzed from the 1999 Healthstyles Survey* reveal the following:

- 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: one-fourth told someone about the problem; and others suggested someone do something about the problem, visited a clinic or doctor, or did something themselves 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.
- Women of color report learning more from daytime drama than from prime time shows, and African-American women report giving advice after hearing about a health issue in daytime more than any other group of daytime or prime time viewers.

Source: Pollard, W. E., & Beck, V. (2000). Audience research for developing entertainment education outreach: Soap opera audiences and health information. Paper presented at the American Public Health Association Annual Meeting. Boston, November 15.

**The Healthstyles Survey sample is drawn from the DDB Needham Lifestyles Survey. Healthstyles is a proprietary database product developed by Porter Novelli. A total of 2,636 respondents answered questions on a mail survey for the 1999 Healthstyles Survey.*

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