

HOLLYWOOD, HEALTH & SOCIETY

USC ANNENBERG NORMAN LEAR CENTER

Get the facts. Fast. Free.

Our Services

QUICK FACTS

A quick question? We provide quick answers. We understand your timelines and can get you the information you need. Our staff is experienced in TV and film production as well as public health, science and medicine.

CONSULTATIONS

Our extensive database of experts can answer questions and offer perspective—with specialists in science, medicine, health-care, national security and more.

BRIEFINGS

We bring experts to your writers rooms to brief you on the hottest topics—clinical trials, artificial intelligence, person-centered care, new cancer breakthroughs, maternal health, nuclear risks, cyber security and much more.

PANELS

Our panel discussions feature experts in science and health, writers and producers and “real people” storytellers exploring timely topics for TV and film. Recent panels have covered maternal health, abortion, HIV/AIDS, aging, opioid addiction and nuclear risks.

ON LOCATION

We organize informative trips locally and around the world—providing writers with on-the-ground experience, and the chance to be inspired by stories from local community members and activists working for change. Trips have covered space travel, gang violence, toxic housing, food inequality and climate change.

TRANSMEDIA

HH&S’ free resources are also available to those producing content for TV show websites, video games and social media. We can help promote important episodes and topics by providing additional information, dialogue and resources through social media.

REAL TO REEL NEWSLETTER

Our quarterly newsletter spotlights in-depth, current stories from a wide range of sources on health, safety and security topics that are meant to inspire and inform.

TIP SHEETS

We offer tip sheets and case examples on many topics, tailored especially for writers, at www.usc.edu/hhs. Under the **Materials drop-down menu**, select **Tip Sheets**.

AIRED STORYLINES

Over a five-year period (2012-2017), we provided information and access to experts for 1,105 aired storylines across hundreds of shows on network, cable and streaming channels.

TV SHOWS WE’VE WORKED WITH

Black-ish, The Blacklist, Bull, Chicago Med, Code Black, Days of Our Lives, Doc McStuffins, East Los High, Elementary, Empire, En Otra Piel, The Fosters, The Good Doctor, Grey’s Anatomy, Hawaii Five-O, How to Get Away with Murder, Jane the Virgin, Law & Order: SVU, MacGyver, Madam Secretary, NCIS, The Night Shift, Orange Is the New Black, Pretty Little Liars, The Resident, Scandal, Shameless, Speechless, Switched at Birth and many more.

HEALTH, SAFETY AND SECURITY

We offer resources to film and TV writers/producers on a wide range of health, safety and security topics, including heart disease, pregnancy and maternal health, HIV/AIDS, aging, cyber security and nuclear threats. Our services include free access to experts, writers room briefings, on-site research visits and panels. With funders that include the CDC, the Bill & Melinda Gates Foundation, The California Health Care Foundation, The SCAN Foundation, N Square Collaborative, Open Society Foundation and others, HH&S recognizes the profound effect that entertainment has on people’s knowledge, behavior and attitudes.

GLOBAL CENTERS

In 2012, HH&S launched projects in the creative capitals of India and Nigeria under the Creative Alliance for Global Health & Sustainability. In 2018, we’ll launch a new effort in Bogotá, Colombia. These projects use entertainment to improve the lives of millions of TV and film viewers in their respective countries. Creative Alliance centers draw on HH&S resources and conduct outreach in Bollywood, Nollywood, Latin America and beyond to increase the accuracy and frequency of health-related topics in TV, film and new media.

Contact Us: hhs@usc.edu, (800) 283-0676, or visit www.usc.edu/hhs. Follow HH&S on Facebook and Twitter at www.facebook.com/hollywoodhealth and [@HollywdHealth](https://twitter.com/HollywdHealth).



Martin Kaplan, director of the USC Annenberg Norman Lear Center, and Kate Folb, 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 and smallpox.

RECOGNITION

The **Sentinel Awards** recognize exemplary TV storylines that best inform, educate and motivate viewers to make choices for healthier and safer lives. Past winners include storylines about breast cancer, reproductive health, diabetes, HIV/AIDS and addiction.

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 information on health, safety and security topics when you need it, and it's free. Our funding has included generous support from the Centers for Disease Control and Prevention, the Bill & Melinda Gates Foundation, The California Health Care Foundation, The SCAN Foundation, N Square Collaborative, Open Society Foundations and the Southern California Clinical and Translational Science Institute, among many others.

USCAnnenberg



The Norman Lear Center is part of the USC Annenberg School for Communication and Journalism

Who We Are

■ **Hollywood, Health & Society** is a program of the USC Annenberg Norman Lear Center that provides entertainment industry professionals with free expert information on all aspects of health, safety and security, through expert consultations and briefings, panel discussions, tip sheets and more. 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 us 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 and 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 and 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.

“How lucky we are to be able to tell these stories, and to ... partner with [HH&S], who help us to tell the right stories in the right way. —BILL HARPER, EXECUTIVE PRODUCER/"GREY'S ANATOMY"