## IMPACT RESEARCH (EVALUATION PROJECTS)

### Published Peer-Reviewed Articles

<table>
<thead>
<tr>
<th>Paper Topic</th>
<th>Audience Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Law &amp; Order: SVU (NBC)</strong> – impact evaluation on sexual assault, global health, and MRSA infection storyline</td>
<td>Aired 03/17/10 9.2 million viewers</td>
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</tbody>
</table>

**Reference:**

**Findings:**
- Viewers who were “transported” increased knowledge about immigration/asylum, sexual violence, and conflict minerals ($\beta = .42, p<.01$), increased attitudes towards global health ($\beta = .51, p<.01$), and increased behavioral intention values such as discussing about global health. ($\beta = .39, p<.01$)
- Viewers who identified with Nardelie, the main character, increased knowledge about immigration/asylum, sexual violence, and conflict minerals ($\beta = .50, p<.01$), increased attitudes towards global health ($\beta = .50, p<.01$), and increased behavioral intention values such as discussing about global health. ($\beta = .41, p<.01$)
- Upon examining the full model with identification and transportation measured together, identification with Nardelie was significant across knowledge ($\beta = .43, p<.01$), attitudes ($\beta = .28, p<.01$), and behavior ($\beta = .30, p<.01$). Transportation was only significant in changing attitudes in the full regression model ($\beta = .30, p<.01$).

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<thead>
<tr>
<th>Paper Topic</th>
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<tr>
<td><strong>Desperate Housewives (ABC)</strong> – impact evaluation of lymphoma storyline</td>
<td>Aired 9/07 – 11/07 18.7 million viewers</td>
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**Reference:**

**Findings:**
- The more "transported" a female viewer was by Lynette's lymphoma storyline the more they were likely to change attitudes, knowledge and behavior.
### Paper Topic: Law & Order: SVU (NBC) - discussion of a global health storyline on HIV/AIDS and viewers political prioritization of health

<table>
<thead>
<tr>
<th>Audience Reach:</th>
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<tbody>
<tr>
<td>Aired 10/08</td>
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<tr>
<td>9 million viewers (18-49)</td>
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### Reference:

### Findings:
- The sample (N=592) was predominantly white (84.3%), married (62.9%), and female (72.2%).
- HIV/AIDS knowledge was significantly associated with both domestic ($\beta=0.10$, $p<0.05$) and global health ($\beta=0.14$, $p<0.01$) priorities after controlling for socio-demographic variables.
- Additionally, support for global health priorities was found to act as a mediator between HIV/AIDS knowledge and domestic priorities. Study findings suggest that those with greater HIV/AIDS knowledge place greater importance on global health priorities, which in turn affects ratings of domestic concerns.

### Paper Topic: Numb3rs (CBS) & Law & Order: SVU (NBC) – toxic substance exposure/cancer clusters storylines

<table>
<thead>
<tr>
<th>Audience Reach:</th>
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<tbody>
<tr>
<td>Aired 11/06, 2/07</td>
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<tr>
<td>Numb3rs: 10.7 million viewers; SVU: 13.5 million viewers</td>
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</table>

### Reference:

### Findings:
- Viewers who saw the Numb3rs episode showed 4-month retention in knowledge that cancer clusters are studied by calculating odds ratios (OR=1.74) and by mapping addresses (OR=2.15).
- Viewers who saw more episodes were more likely to know that it is difficult to prove a link between environmental toxins and cancer ($p<.0001$), that children are at higher risk ($p=.001$) and that toxic exposure can cause behavior/learning problems ($p=.003$).
### Paper Topic:
**ER (NBC)** – cancer myths, patient navigators and breast cancer screening behaviors

### Audience Reach:
Aired 4/05
16.1 million viewers

### Reference:

### Findings:
- Viewers were more likely to believe that cutting into cancer during surgery does NOT cause it to spread and become more fatal (63% → 69%, p=.10)
- Viewers were more likely to tell someone who has cancer to seek advice from a patient navigator (48% → 61%, p=.01), or from a cancer survivor (80% → 86%, p=.06).
- Viewers were more likely to get screened (or recommend screening) for breast cancer (41% → 57%, p=.01)

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<tr>
<td><strong>90210 (CW)</strong> - tracking of phone traffic to 1-800 hot-line and Web hits to webpage from aired PSA</td>
<td>Aired 04/09</td>
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<tr>
<td>1.9 million viewers</td>
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### Reference:

### Findings:
- A significiation increase in Web hits to the Child Adolescent Bipolar Foundation’s Web site occurred on the day that a 90210 episode featuring a major bipolar disorder storyline aired.
- The storyline and its accompanying multi-media outreach platform was a product of the collaborations and partnerships between SAMHSA (governmental), CABF (nongovernmental), the CW/90210 (entertainment industry), and HH&S (academic/public health/media & entertainment).
**Paper Topic:**
The Bold and The Beautiful (CBS) – impact evaluation of SCID and bone marrow transplant storyline

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<tr>
<td>Aired 10/07</td>
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<tr>
<td>3.3 million viewers (domestic)</td>
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**Reference:**

**Findings:**
- For four of the seven factual statements, “exposed” respondents were significantly more confident than their Non-exposed counterparts in regards to four of the seven factual statements. For example: “bone marrow transplants early in life can save lives by helping the baby to develop a healthy immune system” ($M_E = 1.77$ and $M_N = 1.97$, $t = -5.218$, $p = .000$),
- Respondents who saw the “Baby Jack” story unfold seemed to have been more impacted by the factual statements that corresponded to content in the storyline and were more specific and technical in nature (e.g., about the use of stem cells in rebuilding immune systems), whereas those respondents who did not actually see the “Baby Jack” storyline were attentive to the general information (e.g., about the dire need for bone marrow donors) presented on The Bold and the Beautiful website about the difficulty of finding suitable bone marrow donors and the need for increasing the number of registered donors.

**Paper Topic:**
Organ Donation/ Transplantation storylines – organ donation and transplantation

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<tr>
<td>Aired 10/05 – 05/06</td>
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<tr>
<td>Numb3rs: 13.4 million viewers</td>
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**References:**


**Findings:**
- Viewers who saw one or more storylines learned about the myths associated with organ donation and how to become a donor.
- 10% of non-donors who saw the Numb3rs episode decided to become a donor.
### Paper Topic: ER (NBC) & Grey’s Anatomy (ABC) – BRCA breast and ovarian cancer gene mutation

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<tr>
<td>Aired 10/05 – 11/05</td>
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<tr>
<td>13.9 &amp; 19.7 million viewers</td>
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### Reference:

### Findings:
- Viewers who saw both *ER* and *Grey’s Anatomy* storylines were more likely to know that the BRCA gene mutation increases one’s risk of breast cancer (AOR = 1.56, p < .001) and believe that mastectomy is a good option to prevent cancer (β = .18, p < .001).
- The more episodes respondents watched across both shows, the more they intended to get tested for the BRCA gene (β = .08, p < .05) and with each additional episode watched, were nearly 10 times more likely to schedule a breast cancer screening (AOR = 9.91, p < .05).

### Paper Topic: ER (NBC) – youth heart disease, obesity, 5 A Day

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<tr>
<td>Aired 05/04</td>
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<td>24.8 million viewers</td>
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### Reference:

### Findings:
- Viewers reported more healthy behaviors after seeing the storyline, i.e. exercising and eating healthy (AOR 1.65, p < .01).
- Viewers had more knowledge of 5 A Day compared with non-viewers (AOR 1.05, p < .05).
- Men had the greatest and most significant gains in knowledge (AOR 1.25, p < .01).
Paper Topic:  
**Ladrón de Corazones (Telemundo)** – breast cancer

**Audience Reach:**  
Aired 09/03  
415,000 viewers (18-49)

**Reference:**  

**Findings:**
- Viewers had increased knowledge on 2 out of 3 items about cancer diagnosis and treatments after seeing the storyline (35%→46%, p<.01; 8%→21%, p<.01).
- Viewers who identified with characters in the storyline were more likely than other viewers to talk to others about the storyline/topic (64% vs. 44%, p<.001), and to call for more information, i.e. a clinic, health care place, or hotline number (21% vs. 12%, p<.001).
- Viewers were more likely to call for cancer information when an 800-number aired after a dramatic episode, compared to when it aired before an episode (45 vs. 20).

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Paper Topic:  
**The Bold and The Beautiful (CBS)** – HIV stigma in Botswana

**Audience Reach:**  
Not Available

**Reference:**  

**Findings:**
- Viewers held significantly less stigmatizing beliefs compared with non-viewers with TV access.

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Paper Topic:  
**ER (NBC)** - Syphilis

**Audience Reach:**  
Aired 03/03  
20.9 million viewers

**Reference:**  

**Findings:**
- Gay chat room visitors who saw the storyline were more likely than other visitors to say that they intended to get screened for syphilis (69% vs. 33%, p<.001) and to advise others to get tested for syphilis (56% vs. 31%, p<.05).
Paper Topic: 
The Bold and The Beautiful (CBS) – HIV hotline calls

Audience Reach:
Aired 08/01
5.7 million viewers

Reference:

Findings:
• Viewers who called for information when the CDC’s 800-number for HIV-AIDS aired after a highly dramatic episode created the largest spike in callers to the number that year (5,313 call attempts). This was compared to callers to the 800-number when it aired on MTV, BET and 60 Minutes. The second highest number of calls (4,570 call attempts) was on National HIV Testing Day, when the hotline number was highly publicized in the media.

Manuscripts Under Review

Paper Topic: 
El Clon (Telemundo) - impact evaluation on cervical cancer screening and prevention

Audience Reach:
Aired 8/10
2.2 million viewers

Reference:

Findings:
• Viewers of the storyline had significant gains in cervical cancer knowledge and behavior.
• The best predictor of behavior was feeling “transported” or highly involved with the narrative.
• Identification with the main character predicted interpersonal discussion and information-seeking behaviors.
**Manuscripts in Preparation**

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<tr>
<td><em>90210 (CW)</em> – impact evaluation of BRCA gene as risk factor for breast and ovarian cancer</td>
<td>Aired 3/12 – 5/12</td>
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**Reference:**

**Findings:**
- Among non-regular viewers of 90210, viewing a single episode led to a significant increase in agreement that “Having a mastectomy is one possible option for preventing breast cancer” (p < .001) and a significant decrease in agreement that “Having a mastectomy is only an option after breast cancer is detected” (p < .05).
- Among non-regular viewers of 90210, participants reported the following behavior after viewing a single episode: 11.9% scheduled a doctor’s appointment to talk about breast cancer risk; 13.1% talked to a woman they know about BRCA gene test; 16.5% searched for information about breast cancer online; and 9.7% viewed the next episode in the story arc.
- Among regular viewers of 90210, there was a significant difference in familiarity with the BRCA gene between those who saw 0 episodes (36.4%), 1-4 episodes (54.3%), and 5-8 episodes (68.8%), p < .001.
- Among regular viewers of 90210, there was a significant difference in reported behavior (“finding out about my family history regarding breast cancer”) between those who saw 0 episodes (23.5%), 1-4 episodes (32.5%), and 5-8 episodes (42.0%), p = .005.
**TV MONITORING PROJECT**

*Published Peer-Reviewed Articles*

**Reference:**

**Paper Topic:**
2009-2011 TV Monitoring – depictions of reproductive and sexual health issues

**Findings:**
- Pregnancy and delivery complications were the most commonly depicted reproductive health issue
- Most storylines featured information about treatments and symptoms, but not prevention
- Reproductive health issues were typically framed in terms of losses, and the majority of storylines had moderate educational content.

**Reference:**

**Paper Topic:**
2004-2006 TV Monitoring – depiction of male vs. female characters

**Findings:**
- More male characters are depicted as caregivers, ill or injured characters, bystanders, and persons who caused the illness or injury.
- Health storylines that focused on an ill or injured male character were generally more serious in tone, more likely to take place in a medical setting, and tended to include more accurate health information with higher educational value than those with ill or injured female characters.

*Manuscripts in Preparation*


*Books and Chapters*

Updated 08/01/13

**Reports**


**Reports in Preparation**


**OTHER HH&S PUBLICATIONS**

**Peer-Reviewed Articles**


**Books and Chapters**


Reports and Other Publications (Not Peer-Reviewed)


