

For Immediate Release

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***ARMY WIVES, LAW & ORDER: SVU, SESAME WORKSHOP
TAKE PRIMETIME TOP HONORS IN SENTINEL FOR HEALTH AWARDS***

Diabetes, Rape in the Congo, and Financial Stress Storylines Recognized

Los Angeles, September 23, 2010 – The Lifetime drama ***Army Wives*** received first place in the primetime drama category of the USC Annenberg Norman Lear Center's Sentinel for Health Awards for a storyline about a main character diagnosed with diabetes, and her struggles to accept her condition. In children's programming, PBS's ***Sesame Workshop*** took top honors for a storyline exploring family solutions to handling financial stress. An episode of ABC's ***Private Practice*** earned first place for a primetime minor storyline about childhood schizophrenia, and the Caracol TV series ***El Cartel 2*** won first place in the Telenovela category for a storyline about the importance of folic acid in preventing birth defects. For excellence in storytelling on the topic of rape in the Congo, NBC's ***Law & Order: Special Victims Unit*** was named the winner in the global health storyline category.

Hollywood, Health & Society, a partnership of the Centers for Disease Control and Prevention (CDC), The California Endowment, The Bill & Melinda Gates Foundation, The National Institutes of Health, the Health Resources and Services Administration's Division of Transplantation, the White House Office of National Drug Control Policy, the Agency for Healthcare Research & Quality and the USC Annenberg School's Norman Lear Center, recognized the five first-place winners from a field of 35 storylines at the eleventh annual Sentinel for Health Awards on September 22 at the Writers Guild of America, West, in Los Angeles. Some of the topics tackled in other recognized storylines included: obesity and patient sensitivity, alcohol abuse, and grieving.

"Television writers and producers are in a unique position both to entertain and to inform viewers," said Martin Kaplan, the Norman Lear Chair at the USC Annenberg School for Communication & Journalism and Director of the Lear Center. "The Sentinel for Health Awards give us a chance to shine a spotlight on master storytellers who use their power not only to write compelling shows, but also to educate audiences about crucial issues."

"Every day millions of viewers worldwide learn something new about health from TV storylines and take action on what they've learned," says Sandra de Castro Buffington, director of the Hollywood, Health & Society program. "Viewers follow TV stories that touch their hearts and minds and strongly influence the choices they make. Recognizing the profound impact of TV storylines on health knowledge, attitudes and behavior, we honor writers and producers who weave accurate health messages into their storytelling."

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. First-round judging was conducted by more than 75 topic experts who evaluated the accuracy of health depictions. Seventeen expert panels participated in this activity at the CDC and partner organizations. The nine finalists were then evaluated at USC by an expert panel representing entertainment, academic and public health organizations. Second-round judges scored finalists on entertainment value and potential benefit to the viewing audience.

Primetime Drama

- **FIRST PLACE: *Army Wives*** (Lifetime): "Claudia Joy's Diabetes" (diabetes); Written by Karen Maser, Rebecca Dameron, T.D. Mitchell, Elizabeth Jacobs
- **SECOND PLACE: *Law & Order: Special Victims Unit*** (NBC): "Hammered" (alcohol abuse); Written by Dawn DeNoon
- **THIRD PLACE: *Grey's Anatomy*** (ABC): "How Insensitive" (obesity and patient sensitivity); Written by Bill Harper

Primetime Minor Storyline

- **FIRST PLACE: *Private Practice*** (ABC): "Triangles" (schizophrenia); Written by Steve Blackman

Children's Programming

- **FIRST PLACE: *Sesame Workshop*** (PBS Primetime Special): "Families Stand Together" (financial stress); Written by Chrissy Ferraro
- **SECOND PLACE: *Sesame Workshop*** (PBS Primetime Special): "When Families Grieve" (grief & bereavement); Written by Chrissy Ferraro

Global Health Storyline

- **FIRST PLACE: *Law & Order: Special Victims Unit*** (NBC): "Witness" (rape in the Congo); Written by Dawn DeNoon and Christine M. Torres

Telenovela

- **FIRST PLACE: *El Cartel 2*** (Caracol TV): "Larissa's Baby" (folic acid and healthy pregnancies); Written by Jorg Hiller
- **SECOND PLACE: *Perro Amor*** (Telemundo): "To Give You Folic Acid Is To Love You" (folic acid and healthy pregnancies); Written by Roberto Stopello and Juana Uribe

Hollywood, Health & Society provides entertainment industry professionals with accurate and timely information for health storylines, including free consultations and briefings with CDC and partner experts. The program is based at the USC Annenberg School's 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. For more information about resources for writers, visit www.usc.edu/hhs.

The Norman Lear Center is a multidisciplinary research and public policy center studying and shaping the impact of entertainment and media on society. Based at the USC Annenberg School for Communication & Journalism, the Lear Center works to bridge the gap between the entertainment industry and academia, and between them and the public. For more information, visit www.learcenter.org.

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication & Journalism 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.

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