

HOLLYWOOD, HEALTH & SOCIETY PROJECTS AND PUBLICATIONS

IMPACT RESEARCH (EVALUATION PROJECTS)

Published Peer-Reviewed Articles

Paper Topic: <i>Law & Order: SVU (NBC)</i> - impact evaluation on sexual assault, global health, and MRSA infection storyline	Audience Reach: Aired 03/17/10 9.2 million viewers
Reference: Murphy, S.T., Hether, H.J., Felt, L.J., & Buffington, S.C. (2012). Public Diplomacy in Prime Time: Exploring the Potential of Entertainment Education in International Public Diplomacy. <i>American Journal of Media Psychology</i> , 5, 5-32.	
Findings:	
<ul style="list-style-type: none"> • 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 ($\beta = .30, p < .01$). 	

Paper Topic: <i>Desperate Housewives (ABC)</i> – impact evaluation of lymphoma storyline	Audience Reach: Aired 9/07 – 11/07 18.7 million viewers
Reference: Murphy, S., Frank, L., Moran, M., & Woodley, P. (2011, June). Involved, Transported or Emotional? Exploring the Determinants of Change in Knowledge, Attitudes and Behavior In Entertainment Education. <i>Journal of Communication</i> , 61, 3, 407-431.	
Findings:	
<ul style="list-style-type: none"> • The more "transported" a female viewer was by Lynette's lymphoma storyline the more they were likely to change attitudes, knowledge and behavior. 	

<p>Paper Topic: Law & Order: SVU (NBC)- discussion of a global health storyline on HIV/AIDS and viewers political prioritization of health</p>	<p>Audience Reach: Aired 10/08 9 million viewers (18-49)</p>
<p>Reference: Okamoto, J., Buffington, S., Cloum, H.M., Mendenhall, B.M., Toboni, M., and Valente, T.W. (2011, February). The Influence of Health Knowledge in Shaping Political Priorities: Exploring HIV/AIDS Knowledge, Global Health, and Domestic Concerns. <i>Global Public Health</i>, 6, 8, 830-842.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> • 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. 	

<p>Paper Topic: Numb3rs (CBS) & Law & Order: SVU (NBC) –toxic substance exposure/cancer clusters storylines</p>	<p>Audience Reach: Aired 11/06, 2/07 <i>Numb3rs</i>: 10.7 million viewers; <i>SVU</i>: 13.5 million viewers</p>
<p>Reference: Kennedy, M.G., Turf, E.E., Wilson, M., Wells, K., Huang, G.C., & Beck, V. (2011). Effects of a Television Drama about Environmental Exposure to Toxic Substances. <i>Public Health Reports</i>, 126, Suppl.1, 150-159.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> • 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 ($p=.003$). 	

<p>Paper Topic: ER (NBC) – cancer myths, patient navigators and breast cancer screening behaviors</p>	<p>Audience Reach: Aired 4/05 16.1 million viewers</p>
<p>Reference: Marcus, P.M., Huang, G.C., Beck, V. & Miller, M.J. (2010, December). The impact of a primetime cancer storyline: from individual knowledge and behavioral intentions to policy-level changes. <i>Journal of Cancer Education, 25, 4</i>, 484-489.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> • 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) 	

<p>Paper Topic: 90210 (CW) - tracking of phone traffic to 1-800 hot-line and Web hits to webpage from aired PSA</p>	<p>Audience Reach: Aired 04/09 1.9 million viewers</p>
<p>Reference: Nahm, S., Le, K., Buffington, S., Schiman, N., Raider, S., & Resko, S. (2010, Summer). Engaging Youth through Entertainment Education through Partnership and Collaboration. <i>Cases in Public Health Communication & Marketing, 4, 2</i>, 57-78.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> • A significant 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). 	

<p>Paper Topic: <i>The Bold and The Beautiful (CBS)</i> – impact evaluation of SCID and bone marrow transplant storyline</p>	<p>Audience Reach: Aired 10/07 3.3 million viewers (domestic)</p>
<p>Reference: Lapsansky, C., Schuh, J.S., Movius, L., Cody, M.J., Woodley, P., & Buffington, S. (2010, Summer). Evaluating the “Baby Jack” Storyline on The Bold and the Beautiful: Making a Case for Bone Marrow Donations. <i>Cases in Public Health Communication & Marketing</i>, 4, 2, 8-27.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> • 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 <i>The Bold and the Beautiful</i> website about the difficulty of finding suitable bone marrow donors and the need for increasing the number of registered donors. 	

<p>Paper Topic: Organ Donation/ Transplantation storylines – organ donation and transplantation</p>	<p>Audience Reach: Aired 10/05 – 05/06 <i>Numb3rs</i>: 13.4 million viewers</p>
<p>References: Morgan, S.E., Movius, L., & Cody, M.J. (2009, March). The power of narratives: The effect of organ donation entertainment television storylines on the attitudes, knowledge, and behaviors of donors and non-donors. <i>Journal of Communication</i>, 59, 1, 135-151.</p> <p>Movius, L., Cody, M., Huang, G. & Berkowitz, M. (2007, June). Motivating television viewers to become organ donors. <i>Cases in Public Health Communication & Marketing</i>, 1. Available from: http://www.casesjournal.org/volume1/peer-reviewed/cases_1_08.cfm.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers who saw one or more storylines <u>learned</u> about the myths associated with organ donation and how to become a donor. • 10% of non-donors who saw the <i>Numb3rs</i> episode decided to become a donor. 	

<p>Paper Topic: ER (NBC) & Grey's Anatomy (ABC) – BRCA breast and ovarian cancer gene mutation</p>	<p>Audience Reach: Aired 10/05 – 11/05 13.9 & 19.7 million viewers</p>
<p>Reference: Hether, H.J., Huang, G., Beck, V., Murphy, S.T. & Valente, T.W. (2008, December). Entertainment-education in a media-saturated environment: examining the impact of single and multiple exposures to breast cancer storylines on two popular medical dramas. <i>Journal of Health Communication</i>, 13, 8, 808-823.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> Viewers who saw both <i>ER</i> and <i>Grey's Anatomy</i> storylines were more likely to <u>know</u> that the BRCA gene mutation increases one's risk of breast cancer (AOR = 1.56, p <.001) and <u>believe</u> 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 <u>get tested</u> for the BRCA gene (β = .08, p <.05) and with each additional episode watched, were nearly 10 times more likely to <u>schedule</u> a breast cancer screening (AOR = 9.91, p <.05). 	

<p>Paper Topic: ER (NBC) – youth heart disease, obesity, 5 A Day</p>	<p>Audience Reach: Aired 05/04 24.8 million viewers</p>
<p>Reference: Valente, T.W., Murphy, S.T., Huang, G., Gusek, J., Greene, J. & Beck, V. (2007, September). Evaluating a minor storyline on ER about teen obesity, hypertension and 5 A Day. <i>Journal of Health Communication</i>, 12, 6, 551-566.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> Viewers reported more <u>healthy behaviors</u> after seeing the storyline, i.e. <u>exercising and eating healthy</u> (AOR 1.65, p<.01). Viewers had more <u>knowledge</u> of 5 A Day compared with non-viewers (AOR 1.05, p<.05). Men had the greatest and most significant gains in <u>knowledge</u> (AOR 1.25, p<.01). 	

<p>Paper Topic: <i>Ladrón de Corazones (Telemundo)</i> – breast cancer</p>	<p>Audience Reach: Aired 09/03 415,000 viewers (18-49)</p>
<p>Reference: Wilkin, H.A., Valente, T.W., Murphy, S.T., Cody, M.J., Huang, G.C. & Beck, V. (2007, July/August). Does entertainment-education work with Latinos in the United States? Identification and the effects of a telenovela breast cancer storyline. <i>Journal of Health Communication, 12, 5, 455-469.</i></p>	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers had increased <u>knowledge</u> 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 <u>talk to others</u> about the storyline/topic (64% vs. 44%, p<.001), and to call for <u>more information</u>, i.e. a clinic, health care place, or hotline number (21% vs. 12%, p<.001). • Viewers were more likely to <u>call for cancer information</u> when an 800-number aired after a dramatic episode, compared to when it aired before an episode (45 vs. 20). 	

<p>Paper Topic: <i>The Bold and The Beautiful (CBS)</i> – HIV stigma in Botswana</p>	<p>Audience Reach: Not Available</p>
<p>Reference: O’Leary, A., Kennedy, M.G., Pappas-DeLuca, K.A., Nkete, M., Beck, V. & Galavotti, C. (2007, June). Association between exposure to an HIV story line in The Bold and The Beautiful and HIV-related stigma in Botswana. <i>AIDS Education and Prevention, 19, 3, 209-217.</i></p>	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers held significantly less stigmatizing <u>beliefs</u> compared with non-viewers with TV access. 	

<p>Paper Topic: <i>ER (NBC)</i> - Syphilis</p>	<p>Audience Reach: Aired 03/03 20.9 million viewers</p>
<p>Reference: Whittier, D.K., Kennedy, M.G., Seeley, S., St. Lawrence, J.S. & Beck, V. (2005, April/May). Embedding health messages into entertainment television: Effect on gay men’s response to a syphilis outbreak. <i>Journal of Health Communication, 10, 3, 251-259.</i></p>	
<p>Findings:</p> <ul style="list-style-type: none"> • Gay chat room visitors who saw the storyline were more likely than other visitors to say that they <u>intended</u> to get screened for syphilis (69% vs. 33%, p<.001) and to advise others to get tested for syphilis (56% vs. 31%, p<.05). 	

<p>Paper Topic: <i>The Bold and The Beautiful (CBS)</i> – HIV hotline calls</p>	<p>Audience Reach: Aired 08/01 5.7 million viewers</p>
<p>Reference: Kennedy, M.G., O’Leary, A., Beck, V., Pollard, W. E. & Simpson, P. (2004, June). Increases in calls to the CDC National STD and AIDS hotline following AIDS-related episodes in a soap opera. <i>Journal of Communication</i>, 54, 2, 287-301.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> 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 <i>60 Minutes</i>. 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

<p>Paper Topic: <i>El Clon (Telemundo)</i> - impact evaluation on cervical cancer screening and prevention</p>	<p>Audience Reach: Aired 8/10 2.2 million viewers</p>
<p>Reference: Murphy, S.T., Hether, H.J., Frank, L.B., de Castro Buffington, S., Báezconde-Garbanati, L.A. (under review). Preventing Cancer in Primetime: Using Entertainment Education to Promote Cancer Prevention among Underserved Latinas. <i>Journal of Cancer Education</i>.</p>	
<p>Findings:</p> <ul style="list-style-type: none"> 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

Paper Topic: 90210 (CW) – impact evaluation of BRCA gene as risk factor for breast and ovarian cancer	Audience Reach: Aired 3/12 – 5/12
Reference: Rosenthal, E.L., Buffington, S.C., & Cole, G. Evaluation of a multiple episode television storyline on genetic risk factors for breast cancer.	
Findings: <ul style="list-style-type: none">• 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: Pariera, K.L., Hether, H.J., Murphy, S.M., de Castro Buffington, S., & Baezconde-Garbanati, L. (in press). Portrayals of reproductive and sexual health issues on primetime television. <i>Health Communication</i> .
Paper Topic: 2009-2011 TV Monitoring – depictions of reproductive and sexual health issues
Findings: <ul style="list-style-type: none">• 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: Hether, H.J. & Murphy, S.T. (2009, June). Sex roles in health storylines on primetime television: A content analysis. <i>Sex Roles</i> , 62, 11-12, 810-821.
Paper Topic: 2004-2006 TV Monitoring – depiction of male vs. female characters
Findings: <ul style="list-style-type: none">• 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

Murphy, S.T., Hether, H.J., Chatterjee, J.S., de Castro Buffington, S., & Baezconde-Garbanati, L. Fiction versus fact: Comparing cancer narratives on popular US television to reality.

Books and Chapters

Murphy, S.T., Wilkin, H.A., Cody, M.J. & Huang, G.C. (2008). Health messages on primetime television: A longitudinal content analysis. In A. Jordan, D. Kunkel, J. Manganello & M. Fishbein (Eds.), *Media Messages and Public Health: A Decisions Approach to Content Analysis* (pp. 173-191). New York: Routledge.

Reports

Murphy, S.T., Hether, H.J., & Rideout, V. (2008). How healthy is prime time: An analysis of health content in popular prime time television programs. A report by the Kaiser Family Foundation and the USC Annenberg Norman Lear Center's Hollywood, Health & Society. Menlo Park, CA: Henry J. Kaiser Family Foundation.

Reports in Preparation

Buffington, S.C., Rosenthal, E.L., & Murphy, S.T. An analysis of health content in popular prime time television programs: 2009-2011. A report by Hollywood, Health & Society, USC Annenberg Norman Lear Center.

OTHER HH&S PUBLICATIONS

Peer-Reviewed Articles

Backer, T.E., Dearing, J., Singhal, A. & Valente, T. (2005, June). Writing with Ev – Words to transform science into action. *Journal of Health Communication, 10, 4*, 289-302.

Kennedy, M.G., Murphy, S.T. & Beck V. (2004, Spring). Entertainment education and multicultural audiences: An action and research agenda. *The Community Psychologist, 37, 2*, 16-19.

Wilson, K. E. & Beck, V. (2002, September). Entertainment outreach for women's health at CDC. *Journal of Women's Health and Gender-Based Medicine, 11, 7*, 575-578.

Books and Chapters

Kennedy, M.G., Beck, V. & Freimuth, V.S. (2007). Entertainment education and HIV prevention. In T. Edgar, S. M. Noar, V.S. Freimuth (Eds.), *Communication Perspectives on HIV/AIDS for the 21st Century* (pp. 253-276). Mahwah, NJ: Lawrence Erlbaum Associates.

Greenberg, B.S., Salmon, C.T., Patel, D., Beck, V. & Cole, G. (2004). Evolution of an E-E research agenda. In A. Singhal, M. Cody, E. Rogers, M. Sabido (Eds.), *Entertainment-Education and social change: History, research, and practice* (pp. 191-206). Mahwah, New Jersey: Erlbaum Associates.

Beck, V. (2004). Working with daytime and prime-time television shows in the United States to promote health. In A. Singhal, M. Cody, E. Rogers, M. Sabido (Eds.), *Entertainment-Education and social change: History, research, and practice* (pp. 207-224). Mahwah, New Jersey: Erlbaum Associates.

Reports and Other Publications (Not Peer-Reviewed)

Buffington, S. C. (2013, Spring/Summer). Entertaining health: Inspiring writers and producers to create storylines that change knowledge and behavior. *Sustain: A Journal of Environmental and Sustainability Issues*, Issue 28, 16-21.

Buffington, S.C. (2011). Box 11-2, Entertainment Education: Working with Hollywood to improve public health. In C. F. Parvanta, D. E. Nelson, S. A. Parvanta, R. N. Harner (Eds.), *Essentials of Public Health Communication* (p. 216). Sudbury, MA: Jones & Bartlett Learning.

Singhal, A., Buffington, S., & Murphy, S. (2010). Finding What Works: Developing a Research Agenda to Measure the Impact of Entertainment Education on Policy Behavior to Advance Global Health. A CDC Report.

Cauffiel, L. (2010). 'I Saw it on a Reality Show': Health Information Opportunities in Alternative Television. A Bill and Melinda Gates Foundation Report.

Brailsford, K. & Goodman, A. (November, 2006). Progress in Preventing Childhood Obesity: How Do We Measure Up? A Report of the Committee on Progress in Preventing Childhood Obesity, National Academy of Sciences, p. 191-192.

(2005). CDC Now: Protecting Health for Life. The State of CDC Reports, p.10.

Phillips, Z., Huang, G.C., Beck, V., & Pollard, W.E. TV Drama/Comedy Viewers and Health Information: 2005 Porter Novelli HealthStyles Survey. A CDC Report.
http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/healthstyles_2005.pdf

Murphy, S.T., & Cody, M.J. (2003). Summary Report: Developing a Research Agenda for entertainment education and multicultural audiences. A conference sponsored by The Centers for Disease Control and Prevention, Hollywood, Health & Society, USC Annenberg Norman Lear Center. <http://www.learcenter.org/pdf/EEReport.pdf>

Beck, V., Huang, G.C., Pollard, W.E., & Johnson, T.J. (2003). 2002 Healthstyles Survey: Telenovela Viewers and Health Information. A CDC Report.
<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/2002survey.html>

Beck, V., Huang, G.C., Pollard, W.E., & Johnson, T.J. (2003). 2001 Healthstyles Survey: TV Drama Viewers and Health Information. A CDC Report.
<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/2001survey.html>

Beck, V., & Pollard, W.E. (2001). 2000 Healthstyles Survey: Prime Time Viewers and Health Information. A CDC Report.
<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/2000survey.html>

Updated 08/01/13

Pollard, W.E., & Beck, V. (2000). 1999 Healthstyles Survey: Soap Opera Viewers and Health Information. A CDC Report.

<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/1999survey.html>

Your Issue Here: Working with Hollywood to Deliver Your Message to Millions. A report of the Robert Wood Johnson Foundation.