



## HOLLYWOOD & HEALTH Health Content in Popular Television

### Speaker Biographies and Contact Information September 16, 2008

#### **NEAL BAER, M.D.**

Executive Producer and Writer  
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Dr. Neal Baer is Executive Producer and Writer of the NBC television series *Law & Order: Special Victims Unit*. During his tenure, the series has won the Shine Award, the Prism Award, and the Media Access Award, and has grown in both critical and popular stature. The series regularly appears among the top ten television dramas in national ratings. Prior to his work on *SVU*, Dr. Baer was Executive Producer of the NBC series *ER*. A member of the show's original staff and a writer and producer on the series for seven seasons, he was nominated for five Emmys as a producer, and two nominations for Outstanding Writing in a Drama Series.

Recently, Dr. Baer co-established the Institute for Photographic Empowerment at the University of California's Annenberg School of Communications, which links photographic story-telling projects around the world and makes that work available to NGOs and policymakers. He has worked in South Africa and Mozambique since 2006, teaching photography to mothers with HIV and to AIDS orphans so that they can tell the world their own stories. He has published numerous articles regarding health and the depiction of health and healthcare providers on television.

Dr. Baer graduated from Harvard Medical School and completed his internship in pediatrics at Children's Hospital, Los Angeles. He received the Jerry L. Pettis Memorial Scholarship from the American Medical Association as the most outstanding medical student who has contributed to promoting a better understanding of medicine in the media. Dr. Baer also received the Valentine Davies Award for 2004 from the Writers Guild of America, West for "public service efforts in both the entertainment industry and the community at large, bringing dignity to and raising the standard for writers everywhere." In 2003 he received the Socially Responsible Medicine Award from Physicians for Social Responsibility for "accomplishment in crafting compelling health messages."

Dr. Baer's primary medical interests are in adolescent health. He has written extensively for teens on health issues for *Scholastic Magazine*, covering such topics as teen pregnancy, AIDS, drug and alcohol abuse, and nutrition. Dr. Baer serves on the boards of many organizations related to health care, including the Venice Family Clinic, Advocates for Youth, and Children Now. Dr. Baer graduated *magna cum laude* with a B.A. in political science from Colorado College. He holds master's degrees from Harvard Graduate School of Education and from Harvard Graduate School of Arts and Sciences in sociology.

**JAY M. BERNHARDT, PH.D., M.P.H.**

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Dr. Jay Bernhardt is the Director of the National Center for Health Marketing (NCHM) at the US Centers for Disease Control and Prevention in Atlanta, Georgia. NCHM's mission is to protect and promote the public's health through collaborative and innovative health marketing programs, products, and services that are customer-centered, science-based, and high-impact. NCHM has a staff of more than 500 in four Divisions and numerous offices embedded throughout the agency. Some of NCHM's signature programs include leadership and management for the *Morbidity and Mortality Weekly Report (MMWR)*, Guide to Community Preventive Services, "CDC-INFO" toll free hotline, CDC's website (CDC.gov) and new media activities, the Joint Information Center (JIC) of the CDC Emergency Operations Center, and CDC's consolidated graphic design and writer/editor staffs, and coordinating CDC's external partnerships and strategic alliances.

Before joining the CDC in August 2005, Dr. Bernhardt was an Assistant Professor of Behavioral Sciences and Health Education at the Rollins School of Public Health at Emory University and the Founding Director of the Emory Center for Public Health Communication. Prior to that, he was an Assistant Professor of Health Promotion and Behavior. Dr. Bernhardt's research and instruction have focused on health communication, social marketing, and new media, with an emphasis on information technology, e-health, and strategic communication. He has published dozens of articles in respected scholarly journals including the *American Journal of Public Health*, *Journal of Health Communication*, and the *British Medical Journal*.

Dr. Bernhardt has been actively involved with public health leadership at the national, state, and local level, and recently served as Vice Chairperson of the Executive Board of the American Public Health Association. He serves on the Editorial Boards of *Health Education Research*, *Journal of Health Communication*, and *Social Marketing Quarterly*. Dr. Bernhardt is a member of five honor societies, including Delta Omega and the Cap and Skull Society of Rutgers College and his many awards include the Jay S. Drotman Memorial Award from the American Public Health Association and the Thomas F. Sellers, Jr., M.D. Award from the Rollins School of Public Health at Emory University.

Dr. Bernhardt received his Bachelor of Arts degree from Rutgers, the State University of New Jersey, with a major in sociology and a minor in computer science. He received his Master of Public Health degree from the University of Medicine and Dentistry of New Jersey and his Doctorate from the School of Public Health at the University of North Carolina at Chapel Hill. He lives in Dunwoody, Georgia with his wife Sheryl Bernhardt, a pediatric occupational therapist, and their children Lila and Nathan.

## **SANDRA DE CASTRO BUFFINGTON**

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Sandra de Castro Buffington is director of Hollywood, Health & Society (HH&S), a program of the USC Annenberg Norman Lear Center that leverages the power of the entertainment industry to improve the health and well being of individuals and communities worldwide. An effective source of accurate health information for the entertainment industry, HH&S has a proven track record of supporting top writers and producers to incorporate critical health issues into TV storylines. Funded by the CDC, California Endowment, and Bill and Melinda Gates Foundation, the program recognizes the profound impact that entertainment media have on individual knowledge and behavior.

Sandra is known for her award-winning work in global health and social transformation. She has nearly 30 years of experience working in global leadership, reproductive health and emergence technologies; 20 years were spent working internationally, and five of those years were spent in residence overseas.

Formerly Vice President of the Centre for Development and Population Activities (CEDPA), Sandra guided the flagship WomenLead program to equip, mobilize and empower women globally and nurtured a network of 5,000 alumni in 140 countries. With USAID, she led the development of a \$250 million strategic framework for global health leadership and management and managed a \$108 million portfolio of strategic communication programs worldwide. She coordinated the first international Entertainment for Social Change conference at the USC Annenberg School to leverage the power of the entertainment industry and expertise of reproductive health experts for social transformation worldwide. With the Johns Hopkins University Center for Communication Programs, Sandra launched an award-winning vasectomy promotion campaign in Brazil, earning seven international advertising awards including a Bronze Lion at the Cannes Film Festival and Gold Medal at the London International Advertising Awards.

She was a founding member of Latin America's leading healthcare Internet company eHealth Latin America, and later led the design for the Pan American Health Organization/World Health Organization of a web-based portal – The Virtual Campus for Public Health - aimed at strengthening public health stewardship, health sector reform and capacity building in Latin America and Spain.

Sandra has received numerous honors and awards including the USAID Maximizing Access and Quality Outstanding Achievement Award for her reproductive health and social change programs, and Brazil's Award for Leadership in developing the Bahia State Reproductive Health program. She is a former associate faculty member at The Johns Hopkins University Bloomberg School of Public Health and a past Board member of the Pan American Health and Education Foundation. She is certified as an instructor in Spiral Dynamics Integral Technologies and in the use of Cultural Transformation Tools supporting leaders in building values-driven cultures.

Sandra is Brazilian-American, fluent in English, Portuguese and Spanish, and proficient in French. She has worked and traveled worldwide.

## **JACKIE JUDD**

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Jackie Judd is Vice President and Senior Advisor for Communications at the Kaiser Family Foundation. She joined the Foundation in 2003 as a Senior Visiting Fellow. Ms. Judd's current responsibilities include developing content for kaisernetwork.org, the Barbara Jordan Conference Center and for the Foundation's international broadcast partners, managing an international journalism program in the coverage of HIV/AIDS and overseeing the Foundation's video production unit.

Ms. Judd is a former long-time broadcast journalist covering a range of issues including politics, health care policy and Congress. She was with ABC News for 16 years as a correspondent for "World News Tonight with Peter Jennings," "Nightline" and "Good Morning America." At National Public Radio, she was a news anchor and co-host on "Morning Edition" and weekend "All Things Considered." Ms. Judd is also a former CBS News Radio correspondent. Her honors include National Emmy awards, an Edward R. Murrow Award, the Joan Barone Award, the David Bloom award, a duPont Award, a commendation from Women in Radio and Television for a series on women's health issues; and an Overseas Press Club Citation of Excellence. She received a bachelor's degree from American University in 1974. Ms Judd serves on the Dean's Advisory Committee at A.U.'s School of Communications and is a member of the Board of Directors of Rebuilding Together of Washington D.C.

## **ELIZABETH KLAVITER, M.F.A.**

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Elizabeth Klaviter is the Director of Medical Research for the ABC shows *Grey's Anatomy* and *Private Practice*. On a typical day as researcher, she talks with the nation's top surgeons and health experts, investigating medical phenomena and using the information to solve the eternal problem of how to make must-see-television-drama without giving audiences medical misinformation. She is a screenwriter and playwright. Most recently, she wrote an episode of *Grey's Anatomy*, "Blues for Sister Someone". Before coming to Los Angeles, she wrote and directed theater in Chicago, her home town. She earned her undergraduate degree in theater at the University of Evansville and her Master of Fine Arts degree in Motion Picture Producing from USC's Peter Stark Producing Program.

**SHEILA MURPHY, PH.D.**

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Sheila Murphy is an Associate Professor at the Annenberg School for Communication at the University of Southern California. Her research focuses on how people make decisions and the factors that influence them including emotion, racial and gender stereotypes, cultural norms, and cognitive issues such as how information is framed. Much of her recent work examines how people make health-related decisions. For example, she and her colleagues have conducted a series of pretest/posttest surveys in order to identify which factors make a particular health-related television storyline more or less effective in changing viewers' knowledge, attitudes and behavior. Dr. Murphy has conducted evaluations both domestically and internationally of numerous entertainment education interventions as well as more traditional health campaigns for agencies including the National Institutes of Health, the Centers for Disease Control and Prevention, and the BBC World Service Trust. She is also a principal investigator of the ongoing monthly Annenberg National Health Communication Survey.

**VICKY RIDEOUT, M.A.**

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Vicky Rideout is a vice president at the Kaiser Family Foundation and director of the Foundation's *Program for the Study of Media and Health*. She has directed numerous studies on health communications topics such as public service advertising on television; trends in media consumption; seniors' use of the Internet for health information; the health content of entertainment television; and teens' use of the Internet for health information. Her research has been published in the *Journal of the American Medical Association*, *Health Affairs*, *The Journal of Public Policy and Marketing*, *American Behavioral Scientist*, and *Pediatrics*, and has been widely reported on in the popular press, including front page stories in *The New York Times* and *The Washington Post*. She has testified on media and health at the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission, and has appeared on television and radio programs including *Nightline*, *The Today Show*, *Talk of the Nation*, *Good Morning America*, and *The Early Show*. Ms. Rideout graduated with honors from Harvard University and received her Master of Arts degree from Syracuse University.