

RX FOR SURVIVAL



A GLOBAL HEALTH CHALLENGE

TM

Premieres November 1–3, 2005

Global health coverage will be
featured by *Rx for Survival* partners
TIME Magazine
NPR
The Penguin Press

Fact Sheet

Project Title

Rx for Survival—A Global Health Challenge

Project Co-Producers

WGBH/NOVA Science Unit and Vulcan Productions, Inc.

Funders

Major funding for *Rx for Survival—A Global Health Challenge* is provided by the Bill & Melinda Gates Foundation and The Merck Company Foundation.

Project Overview

This pioneering multimedia project is designed to create an understanding of the importance of global health issues in our lives and inspire a national dialogue about the role of the United States in addressing serious health issues. The project brings together independent media coverage from PBS.org, TIME magazine, NPR and The Penguin Press.

In addition, the WGBH Educational Foundation and Vulcan Productions have created *Rx for Child Survival*, an outreach campaign to raise awareness about child survival issues and encourage people to speak out, volunteer time and energy, and donate to programs that benefit children.

Executive in Charge, *Rx for Survival*

Senior Executive Producer, WGBH/NOVA Science Unit

Paula S. Apsell

Executive Producer, *Rx for Survival*

Larry Klein

Executives in Charge, Vulcan Productions

Paul G. Allen and Jody Patton

Executive Producer and Vice President of Media Development, Vulcan Productions

Richard Hutton

PBS Television Series Title

Rx for Survival—A Global Health Challenge

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WGBH/NOVA Science Unit
and
Vulcan Productions, Inc.



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pbs.org/rxforsurvival

Series Description

Six compelling one-hour programs illuminate the state of world health today. The series also introduces the dramatic history of public health pioneers, celebrating their extraordinary struggles, achievements and hard-won lessons.

While the historic vignettes feature actors and sets, the documentary sequences were filmed in communities around the world to capture the real-life drama of today's struggle to overcome poor health and rampant disease. The series includes sequences filmed in Africa, Asia, Latin America, Central America, the Pacific Rim, the Indian sub-continent and the United States. *Rx for Survival* is narrated by actor Brad Pitt.

Series Premiere

November 1–3, 2005, on PBS

Program Titles	Producers	Premieres
<i>Disease Warriors</i>	Mike Beckham	November 1 at 9 P.M.
<i>Rise of the Superbugs</i>	Sarah Holt	November 1 at 10 P.M.
<i>Delivering the Goods</i>	Gail Willumsen/Jill Shinefield	November 2 at 9 P.M.
<i>Deadly Messengers</i>	Andy Young	November 2 at 10 P.M.
<i>Back to the Basics</i>	Tabitha Jackson/Mike Beckham	November 3 at 9 P.M.
<i>How Safe Are We?</i>	Rob Whittlesey	November 3 at 10 P.M.

Series Advisors

Dr. Barry Bloom, Dean, Harvard School of Public Health

Dr. Nils Daulaire, President and CEO, Global Health Council

Dr. Harvey V. Fineberg, President, Institute of Medicine of the National Academies

Dr. Katrina Hedberg, Medical Epidemiologist, Acute & Communicable Disease Program,
Oregon Public Health Services

Dr. Donald Hopkins, Associate Executive Director, Health Programs, The Carter Center

Dr. Michael Osterholm, Director, Center for Infectious Disease Research and Policy, University of Minnesota

Dr. Allan Rosenfield, Dean, Mailman School of Public Health, Columbia University

Dr. Jaime Sepulveda, Director General, National Institute of Public Health in Mexico

Dr. Alfred Sommer, Professor, Johns Hopkins Bloomberg School of Public Health

Dr. Mary E. Wilson, joint appointment as Associate Professor, Harvard Medical School and Harvard School of Public Health

Series Academic Partner

The Johns Hopkins Bloomberg School of Public Health is an academic partner for the *Rx for Survival* series. As a leading international authority on public health, the Johns Hopkins Bloomberg School of Public Health is dedicated to protecting health and saving lives. Every day, the School works to keep millions around the world safe from illness and injury by pioneering new research, deploying its knowledge and expertise in the field and educating tomorrow's scientists and practitioners in the global defense of human life.

PBS Web Site

The *Rx for Survival* Web site can be found online at pbs.org/rxforsurvival. This site gives users the chance to learn more about global health and child survival and become involved in efforts to improve the health of people around the world. The site will be updated with a wealth of information in October 2005.

TIME Special Reports

TIME magazine will publish a special report on global health that will be available on newsstands October 31. The international edition of TIME will also publish a special global health issue that week.

TIME For Kids

TIME For Kids, a leading source of news for young readers, will deliver regular coverage of global health topics throughout the school year. The magazine will also provide support for teachers who want to guide their students in efforts to support *Rx for Child Survival*.

TIME Global Health Summit

Coinciding with the *Rx for Survival* broadcast, the TIME Global Health Summit will be held in New York, November 1–3. The Summit will bring together international leaders in medicine, government, business, public policy, development and the arts to address the world's health situation.

NPR Programming

Beginning in late October, NPR will introduce its 26 million weekly listeners to issues of global health through a series of features on signature newsmagazines such as *Morning Edition* and *All Things Considered*.

The Penguin Press Companion Book

Prize-winning journalist and author Philip J. Hilts' companion book follows the documentary trail of the *Rx for Survival* series. The book, *Rx for Survival: Why We Must Rise to the Global Health Challenge*, will be available October 24, 2005.

Educational Materials

Rx for Survival will provide high school science and social studies teachers with background, lesson plans and resources related to each of the programs in the broadcast series. These materials, available online at pbs.org/rxforsurvival in October, will help students explore interdisciplinary themes and issues presented in each show. In addition, the Johns Hopkins Bloomberg School of Public Health is developing an undergraduate course about global health that will be available free of charge for interested colleges and universities.

Newsroom Guide to Global Health: A Resource for Reporters

A special Newsroom Guide will provide a comprehensive source for global health and child survival reporting, including global health fact sheets; a glossary of terms and acronyms; experts and contacts; useful Web sites; and sources for photos. The Guide will be available in September 2005.

DVD and Video

The *Rx for Survival* series will be available on both DVD and VHS in January 2006 wherever DVDs and videos are sold.

Press Contacts

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Rx for Child Survival

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