

# RX FOR SURVIVAL



A GLOBAL HEALTH CHALLENGE

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Premieres November 1–3, 2005

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

## Rx for Survival Spokespersons and Biographies

The *Rx for Survival* project and the *Rx for Child Survival* campaign have been developed in partnership with renowned organizations and leaders in global health and child survival. Experts and academics representing global public health, international humanitarian aid, science, medicine, epidemiology, history and journalism are available for interviews. Below please find biographies of key spokespersons. To inquire about additional sources, please contact the *Rx for Survival* and *Rx for Child Survival* publicists. The project will make every effort to accommodate media requests.

### PRODUCERS



**Paula S. Apsell**

**Executive-in-Charge, Rx for Survival**

**Senior Executive Producer, WGBH/NOVA Science Unit**

Paula S. Apsell got her start in broadcasting at WGBH Boston, where she was hired fresh out of Brandeis University. Her real interest lay in television and science. In 1975, she joined a fledgling WGBH-produced national series that would set the standard for science programming on television: NOVA.

Apsell produced a number of critically acclaimed NOVA episodes before joining Dr. Timothy Johnson at WCVB, the ABC affiliate in Boston, as senior producer for medical programming. In 1983, she spent a year studying at the Massachusetts Institute of Technology as a Knight Fellow, then called the Vannevar Bush Fellowship in the Public Understanding of Science. She returned to WGBH in 1984 to become executive producer of NOVA, guiding the series into today's highly competitive, multimedia environment. In addition to the programs in the regular NOVA television schedule, Apsell has overseen the production of many award-winning WGBH/NOVA Science Unit specials, including *Building Big* and the eight-part miniseries, *Evolution*. She's also directed NOVA's diversification into other media, most notably NOVA's award-winning Web site and NOVA's large format film unit.

Today, NOVA is the most popular science series on American television and on the Web. NOVA has won every major broadcasting award, including the Emmy, the Peabody, and the AAAS Westinghouse Science Journalism Award. Apsell has served on the boards of several organizations, including The Earthwatch Institute, Hebrew College (Brookline, Massachusetts) and the Smithsonian's National Museum of Natural History. She is a trustee of the International Documentary Association.



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**Richard E. Hutton**  
**Executive Producer and Vice President of Media Development**  
**Vulcan Productions, Inc.**

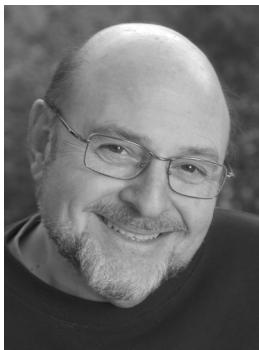
Richard Hutton oversees the feature film and documentary teams at Vulcan Productions. Features produced or co-produced under Hutton's direction include *Hard Candy* (to be released by Lions Gate on December 23, 2005) and *Bickford Schmeckler's Cool Ideas* (in production), as well as the award-winning *Far From Heaven* (2002).

Among Vulcan's documentaries, Hutton has overseen production of the Emmy Award-winning *Martin Scorsese presents The Blues* (2003); the Peabody Award-winning *Black Sky: The Race for Space; Black Sky: Winning the X-Prize*; and the concert film *Lightning in a Bottle* (all 2004). In 2005, Vulcan Productions has two projects on PBS: *Strange Days on Planet Earth*, a four-part series on the environment, co-produced with National Geographic and Sea Studios Foundation (April 2005); and *Rx for Survival—A Global Health Challenge*, a six-part documentary series on global health co-produced with the WGBH/NOVA Science Unit (November 2005).

Hutton was the executive producer of the critically acclaimed PBS series, *Evolution* (2001), a co-production of the WGBH/NOVA Science Unit and Vulcan Productions.

Before *Evolution*, Hutton was senior vice president of creative development at Walt Disney Imagineering. Prior to that, Hutton was vice president and general manager of the Disney Institute, where he directed the transition of the organization from an idea into an operating business.

Before Disney, Hutton was senior vice president, television programming and production for WETA Television in Washington, D.C., and, earlier, Director of Public Affairs Programming for WNET Television in New York. There, his projects included the award-winning *The Brain* (1984) and *The Mind* (1988). Hutton has authored or co-authored nine books and medical texts, as well as articles for national publications, including *The New York Times Magazine*, *Omni* and *Cosmopolitan*. Hutton holds a B.A. in history from the University of California at Berkeley.



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**Larry Klein**  
**Executive Producer, *Rx for Survival***  
**President, Production Group, Inc. and Unicorn Projects, Inc.**

Larry Klein was a Teaching Assistant in American history at the University of Maryland and the Theater Supervisor of The American Film Institute at the John F. Kennedy Center for the Performing Arts before beginning his career as a documentary filmmaker. Over the past two decades, Klein has produced scores of programs for commercial and cable television broadcast as well as several award-winning PBS specials including: *Lewis Mumford: Toward Human Architecture* and the critically acclaimed, Peabody

Award-winning series *Building Big with David Macaulay*. Klein has written and produced a variety of nationally broadcast programs for WGBH Boston including *Bridges* in the *Building Big* series and the NOVA presentation of Emmy Award-winning, *Why the Towers Fell*.

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Besides ancient history, building and architecture, Klein has a personal interest in the subject of health and medicine. He created the Lifetime Television medical series, *Medical Economics Video Magazine*, and he has worked closely with The U.S. Centers for Disease Control and The Carter Center in the production of programs on tropical diseases, clean water and sanitation. His two-hour program in WGBH's *A Science Odyssey* series looked at key medical breakthroughs of the 20th century.

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## **RX FOR SURVIVAL PROJECT SPOKESPERSONS**



**Nils Daulaire, M.D., M.P.H.**  
**President and CEO**  
**Global Health Council**

Dr. Nils Daulaire is an *Rx for Survival* series advisor and is prominently interviewed throughout the documentary. Dr. Daulaire is president and CEO of the Global Health Council, the world's largest membership alliance dedicated to advancing policies and programs that improve health around the world. Among the council's members are leading nongovernmental organizations, private corporations, foundations, and agencies. Before assuming leadership of the Council, Dr. Daulaire served as Senior International Health Advisor for the U.S. Agency for International Development, where he oversaw an integrated global strategy that encompassed programs totaling over \$1 billion annually.

As the U.S. government's top international health expert, Dr. Daulaire developed close personal relationships with health and political leaders around the world. He was the lead U.S. negotiator on health at the Cairo International Conference on Population and Development in 1994, the Beijing World Conference on Women in 1995 and the Rome World Food Summit in 1996. He has represented the United States at five World Health Organization (WHO) annual assemblies.

A Phi Beta Kappa and *summa cum laude* graduate of Harvard College, Dr. Daulaire received his M.D. from Harvard Medical School in 1976 with residency training in family medicine at the University of Colorado. He received his Master's in Public Health (M.P.H.) from Johns Hopkins University in 1978. He is board certified in preventive medicine and public health, and is a member of the National Academy of Science's Institute of Medicine.

Dr. Daulaire's two decades of fieldwork in maternal and child health included five years' residence in Nepal, where he served as the senior advisor to the Ministry of Health. He has also served in Mali as a technical advisor on primary health, and has worked extensively in Haiti, Bangladesh, and other low-income countries. He has provided technical assistance to more than 20 countries in all the regions of the world and speaks seven languages. He is an expert in child health and survival, having directed multiple pioneering child health research projects, especially in the areas of community-based management of childhood pneumonia and Vitamin A supplementation.

Nils Daulaire has testified before Congress on numerous occasions and has appeared widely in the media as an expert on global health issues. Under his leadership, the Global Health Council has become one of the world's most respected organizations dedicated to bringing better health to all.



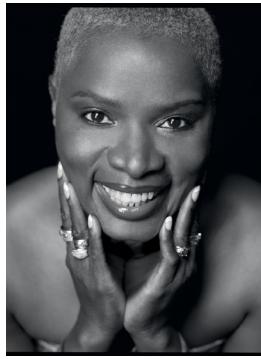
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**Philip J. Hilts****Author, *Rx for Survival: Why We Must Rise to the Global Health Challenge***

Philip J. Hilts is interviewed throughout *Rx for Survival*. Hilts, author of five books, has been a prize-winning health and science reporter for both the *New York Times* and the *Washington Post*. Over 20 years' time he placed more than 300 stories on the front pages of those papers. He has covered HIV/AIDS since the first report from the Centers for Disease Control in the summer of 1981. His stories over the years have been on a broad range of health and science topics. They have included a report back from one mile below the Pacific Ocean surface in an active volcano, the story of a traditional healer in Zambia who was treating AIDS, and articles on hypnosis-induced court testimony that resulted in four men being freed from jail.

Hilts' book *Scientific Temperaments* was a finalist for the National Book Award, *Smokescreen: The Truth Behind the Tobacco Industry Cover-up* was selected as one of the 10 best books of the year by *Business Week Magazine*, and both *Memory's Ghost* and *Protecting America's Health* were named *New York Times* notable books of the year. *Protecting America's Health* won the *Los Angeles Times* Book Prize for the best science book published in America in 2003. In addition to writing, Hilts has taught science journalism to graduate students at Boston University and basic journalism to undergraduates at the University of Botswana. He has been listed in Who's Who in America since 1994.

His current project is the book *Rx for Survival: Why We Must Rise to the Global Health Challenge*, to be published by The Penguin Press on October 24, 2005 and linked to a six-part PBS series on global health. He visited nine countries in Africa and Asia to write the story.

**Angélique Kidjo****Musician**

Four-time Grammy nominee Angélique Kidjo is not only one of the spunkiest, most electrifying performers in the pop world today, but she's also one of its most forward and creative thinkers, an artist whose mission has been to explore the relationships of diverse musical cultures. While she has steeped her music in the tribal and pop rhythms of her West African heritage, the Benin-born, Paris/Brooklyn-based Kidjo has crossed musical boundaries by blending a variety of styles, including funk, salsa, jazz, rumba, souk and makossa.

The explosive growth in the popularity of world music during the past several decades has broadened the boundaries of our world, reminding listeners of the vast cultural wealth and diversity in this wired age. The music of African-born songstress Angélique Kidjo offers another perspective: that the world is also much smaller than we think, and that no matter how far flung its peoples may be, subtle lines of interconnection span the globe, uniting its people. For Kidjo, music is one of the clearest indicators of humanity's interconnectedness—a viewpoint she once again illustrates with her latest release, *Oyaya*.

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Kidjo is currently bringing her message of unity to Americans as a spokesperson for *Rx for Child Survival—A Global Health Challenge*. In addition, Kidjo continues to travel the world as a UNICEF Goodwill Ambassador and symbol of Africa. She has participated in several prestigious events in recent years, including the 2005 LIVE 8 concert series in the UK, the 2004 We Are the Future Concert in Rome, and Cape Town, South Africa's 46664—The Concert. For more information, visit [www.angeliquekidjo.com](http://www.angeliquekidjo.com).



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**Andrea and Barry Coleman**  
**Joint Chief Executives, Riders for Health**

Andrea and Barry Coleman are featured in program three, *Delivering the Goods*. In 1989, Andrea and Barry Coleman became aware that development initiatives relating to disease control and progress-out-of-poverty in Africa were constantly and often fatally undermined by the lack of reliable mechanical transportation. They devised an innovative system and built an organization capable of tackling the huge problem.

Philosophy graduate and ex-journalist Barry Coleman worked with African colleagues to develop Riders for Health's transport resource management system (TRM), a replicable mechanism for managing vehicles where there is no conventional support infrastructure.

Andrea Coleman, an ex-motorcycle racer, used her long experience and knowledge of the motorcycling community to devise innovative fundraising methods, such as providing events and services in the motorcycling community, to build the unrestricted funding necessary for the organization's survival and development.

With the experience gained in a number of African countries, Andrea and Barry Coleman founded Riders for Health as an independent nongovernmental organization in 1996. Riders was conceived as a practical, results-oriented body geared to implementing proven, reliable solutions to the logistics health crisis in Africa. Riders uses business and innovative revenue models to stimulate social inclusion and maintain a strong focus on training people in Africa to build capacity. In 2004, Barry and Andrea Coleman were inducted into the Schwab Foundation for Social Entrepreneurship (sister organization to the World Economic Forum). Riders continues to strengthen and improve quality of results, highlighted by the winning of the recent Global Health Council award for best practices in development.



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**Ernest Darkoh, M.D., M.P.H., M.B.A.**  
**Chairman and Founding Partner, BroadReach Healthcare**  
**Former Operations Manager, Botswana's National Antiretroviral Treatment Program for HIV/AIDS**

Dr. Ernest Darkoh is featured in program six, *How Safe Are We?* Dr. Darkoh is the Chairman of BroadReach Healthcare and was the Operations Manager for the Government of Botswana's antiretroviral (ARV) project team from the inception of the program in 2001 until December 2004. This was a unique public-private partnership between The Merck Company Foundation, the Bill & Melinda Gates

Foundation and the Government of Botswana. He was responsible for guiding the overall implementation of the ARV program and achieved countrywide rollout in 36 months. It is currently the largest and one of the

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longest running public treatment programs in Africa (second largest in the developing world after Brazil). As of December 2004 when he handed over leadership of the program to a local counterpart, the public program (Masa) was treating over 30,000 patients with an additional 7,000 patients in the private sector. Prior to Botswana, Dr. Darkoh worked as a management consultant for the New York office of McKinsey & Company.

Following the completion of a Bachelor's in Chemistry, Biochemistry and Molecular Biology from the University of Wisconsin-Madison, Dr. Darkoh pursued a medical degree at the Harvard Medical School. A desire to become involved in health systems and development work in economically underdeveloped nations led Dr. Darkoh to concurrently obtain a Master's in Public Health (M.P.H.) at the Harvard School of Public Health (specializing in International Health Policy and Management). He subsequently completed a Masters of Business Administration (M.B.A.) from the University of Oxford's Said Business School on a Fulbright Scholarship in the United Kingdom.

Dr. Darkoh is the chairman and a founding partner of BroadReach Healthcare, a company that assists developing countries, funders and assistance agencies develop large, scaleable health programs by better leveraging existing private and public capacity. BroadReach has received funding from the U.S. Government (PEPFAR) to roll out an innovative large scale treatment program that utilizes networks of private providers (private clinics, pharmacies and laboratories) to provide ARV therapy to the general uninsured public.

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## **RX FOR CHILD SURVIVAL SPOKESPERSONS AND BIOGRAPHIES**

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### **David Oot**

#### **Director of Health, Save the Children and Chairman, U.S. Coalition for Child Survival**

David Oot, Save the Children's Director of Health, has extensive program planning and management experience in family planning, nutrition, HIV/AIDS, water and sanitation, malaria control and other key child survival interventions. Oot formerly served as the director of health at the U.S. Agency for International Development (USAID) and currently is chairman of the U.S. Coalition for Child Survival.

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### **Joan Jennings**

#### **Senior Technical Advisor and Team Leader for Children's Health CARE**

Joan Jennings is CARE's Senior Technical Advisor and Team Leader for Children's Health. The Children's Health Team is responsible for designing children's health strategy and providing technical assistance to CARE country offices throughout the world that are implementing child health programs. The goal of CARE's child health programming is to reduce maternal and child mortality and illness and improve overall health and nutrition of women and children in more than 35 countries in Africa, Asia, Latin America and the Caribbean.

Jennings holds a B.S. degree in Medical Dietetics from Ohio State University and a Master's of Public Health with an emphasis in International Health from Tulane University. After receiving her M.P.H. degree, she worked with the United Nations ACC/Sub-Committee on Nutrition based with the World Health Organization in Geneva, and responsible for the publication of a document which reviewed the components of successful large-scale nutrition programs in 10 developing countries. Jennings started her work in women's

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and children's health as a Peace Corps Volunteer in Guatemala (1982–1984) and Papua New Guinea (1986–1988). She previously worked for Save the Children in Nicaragua and as a consultant for child health programs in Eastern and Southern Africa, Asia and Latin America for several nongovernmental organizations, including CARE, Project HOPE, Pearl S. Buck Foundation and others.

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**Charles J. Lyons**  
**President, U.S. Fund for UNICEF**

Charles J. Lyons was appointed President of the U.S. Fund for UNICEF in 1997. Before assuming this position, he served as Chief of Staff to the Executive Director of UNICEF, Carol Bellamy. From 1992 to 1995, Lyons was a UNICEF Senior Program Funding Officer, responsible for UNICEF's relationship with the governments and national fundraising committees of the United States, the United Kingdom and the Republic of Ireland. From 1988 to 1991, he was a UNICEF Program Officer for Information and Social Communications in Mozambique. He first joined the U.S. Fund for UNICEF in 1982, serving the organization in several key capacities for six years. Charles J. Lyons is currently a director on the boards of the Vaccine Fund, Baby-Friendly USA and the Rugmark Foundation.

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