

CONFERENCE CO-LEADERS

[Michael Rich, MD, MPH](#)

Dr. Rich is Assistant Professor of Pediatrics at HMS, Instructor at HSPH and an adolescent medicine physician at Children's Hospital. He is a member of the AAP Committee on Public Education, which examines positive and negative effects of media on child and adolescent health. He has conducted research on media education in pediatric training and on health risk portrayals in music videos, has testified to Congress and been an author of AAP policy statements on media and child health.

[Kimberly Thompson, ScD](#)

Dr. Thompson is Assistant Professor of Risk Analysis and Decision Science at HSPH and Creator and Director of the Kids Risk Project at Harvard (on the web at www.kidsrisk.harvard.edu). She focuses her research on pediatric risk analysis, which includes consideration of a broad range of risks. Her media work has included content analyses of the "safest" media for children, G-rated animated films and E-rated video games, for portrayals of violence and substance use behaviors.

CONFERENCE COORDINATOR

[Dianne Arnold, RN, MSN](#)

Ms. Arnold is a Family and Staff Educator in the Center for Families, Children's Hospital Boston. Her role includes leading parenting education classes, CPR training, and has co-authored numerous educational materials for families. She is currently working with families and a multidisciplinary group to write a Media Policy for Children's Hospital Boston.

Special thanks to Dianne for her diligent organization of this conference.

TO REGISTER

- Email name, title, organization, address, phone #, and fax# to: dianne.arnold@tch.harvard.edu or
- Online at www.kidsrisk.harvard.edu or
- Call Children's Hospital Center for Families : 617-355-6279

Space is limited-registration will be accepted on a first come, first served basis. Registration deadline is September 28, 2001.

PARKING:

- You may park at the Children's Hospital Garage. Parking vouchers for the garage can be purchased during registration and throughout the day for \$8.

DIRECTIONS: Please go to www.kidsrisk.harvard.edu for information.

Our conference logo was created thanks to the creativity of Amy Malleck.

This free conference is supported in major part by the Center for Families, Children's Hospital Boston.

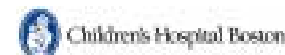
The Center for Families (617-355-6279) provides medical information, support groups, workshops and other resources to patients, families, staff and community professionals.

Additional generous donors include:

- Office of Community Benefits, Children's Hospital, Boston
- Division of Adolescent/Young Adult Medicine, Children's Hospital, Boston
- Division of General Pediatrics, Children's Hospital, Boston
- Harvard Children's Initiative

If you have any questions or for more information, call:

The Center for Families, Children's Hospital Boston @ 617-355-6279



MEDIA AND CHILD HEALTH
Peril and Promise

Friday, October 5, 2001
8:30 AM TO 5:00 PM

Harvard School of Public Health
677 Huntington Ave. Boston, MA

Children's Hospital Boston HARVARD SCHOOL OF PUBLIC HEALTH

SCHEDULE FOR THE DAY

8:30 am Registration and
Continental Breakfast

9:00 am “Welcome”

Barry Bloom, PhD
Dr. Bloom is the Dean of Harvard School of Public Health.

Judith Palfrey, MD
Dr. Palfrey is the Facility Director of HCI, T. Berry Brazelton Professor of Pediatrics, HMS and Professor of Maternal and Child Health, HSPH.

9:20 am “Media Peril – Effects of Media on Child Health: Relationships Between Exposure to TV, Movies, Music and Video Games and the Physical and Mental Health of Children and Adolescents.”

Michael Rich, MD, MPH

9:40 am “Media Violence – An Overview of the Research and Correlation of Content with Entertainment Media Ratings.”

Kimberly Thompson, ScD

10:15 am “Substance Use and the Media: Communicating the Norm.”

William DeLong, PhD
Dr. DeLong is professor of social and behavioral sciences at BU School of Public Health, and Director of the U.S. Department of Education’s Higher Education Center for Alcohol and Other Drug Prevention. He is also Principal Investigator for the Social Norms Marketing Research Project funded by NIAAA.

10:45am Coffee Break/Discussion

11:00 am “Racism and Sexism in the Media.”

Deborah Prothrow-Stith, MD
Dr. Prothrow-Stith directs the Division of Public Health Practice at the HSPH, which strives to connect public health researchers and communities.

11:30 am “Striving for the Unattainable: Media Portrayals of Attractiveness and Their Effects on Girls and Boys.”

Alison Field, ScD
Dr. Field is a media and public health researcher at the HMS Channing Lab. Her research focuses on overweight and disordered eating among children, adolescents, and adult women.

12:00 pm “Screen Time and Obesity-Evidence and Intervention.”

Steve Gortmaker, PhD
Dr. Gortmaker is a public health and media researcher at HSPH. He is Director of the Harvard Prevention Research Center on Nutrition and Physical Activity, Principal Investigator of Planet Health, and the co-Principal Investigator of “Eat Well and Keep Moving.”

12:30 pm Luncheon Address/ Discussion
“The View from Capitol Hill.”

Cherie Harder and Daniel Gerstein

Cherie Harder
Ms. Harder is the Policy Director for Senator Sam Brownback (R,KS), who convened the 2001 Congressional Forum on Sex in Media and the 2000 Congressional Public Health Summit on Media Violence, which resulted in a consensus statement from the major health organizations in the US, including the AAP and the AMA.

Luncheon Address/ Discussion continued
Daniel Gerstein

Mr. Gerstein is the Communications Director for Senator Joseph Lieberman (D, CT). As vice presidential candidate and chair of the Senate Governmental Affairs Committee, Lieberman has called for responsibility and accountability of the entertainment industry for their products.

1:30 pm “Media Promise – Overview of Pro-Child, Health-Positive Use of Media.”

Kimberly Thompson, ScD

1:45 pm “Media Literacy: Media Matters Initiatives and Media Deconstruction Demonstration.”

Members of the Youth Voice Collaborative, Boston
The Youth Voice Collaborative is a program based at the YWCA that teaches and uses media literacy as a means of addressing a variety of social and health issues faced by youth.

2:15 pm “Flashpoint: Media Education as an Intervention on Violence, Racism, and Youth Crime.”

District Attorney Kevin Burke
Mr. Burke has been the Eastern District Attorney for 23 years and is the founder of Flashpoint, a media literacy program for high risk youth.

2:30 pm “Brave New World: VIA – Video Intervention/Prevention Assessment.”

Michael Rich, MD, MPH
Dr. Rich is the founder and director of VIA, an innovative application of media to child health, where young patients are asked to teach their clinicians by making video diaries of their illness experiences.

3:00 pm Coffee Break/Discussion

3:15 pm “Relieve the Squeeze: Using Media To Make Health Education Fun.”

Lisa Van Allsburg
Ms. Van Allsburg is the executive producer of this asthma education film with Danny DeVito and Nia Long.

3:45 pm “Public Health and Media Collaboration: Working with Television and Film Producers to Create Pro-Health Messages.”

Jay Winsten, PhD
Dr. Winsten is the Associate Dean and the Director of the Center for Health Communication at the HSPH. The “Designated Driver” and “Squash It!” campaigns were media outreach projects of the Center.

4:15 pm “A Pediatrician in Hollywood: Entertainment Industry Efforts to Develop Pro-Child, Health-Positive Programming.”

Neal Baer, MD
Dr Baer is a practicing pediatrician and a television writer and producer, formerly of the hit medical drama ER, now of Law and Order SVU.

4:45 pm Final Thoughts and Discussion

Michael Rich, MD, MPH
Kimberly Thompson, ScD