

## FACT SHEET

# ***HIDDEN EPIDEMIC*** (working title) ***Is Inequality Making Us Sick?***

Copyright©California Newsreel 2006

## **A Four-Hour Series and Public Engagement Campaign**

**Produced by California Newsreel  
In association with the National Minority Consortia of Public Television**

*Hidden Epidemic* is a four-hour series for public television and DVD release. Production is underway and the series will be completed in January 2007. It will be broadcast nationwide by PBS, probably in Summer-Fall 2007.

### **PRODUCTION TEAM**

*Hidden Epidemic* is being produced by California Newsreel, the country's oldest non-profit documentary production and distribution center, now in its 38<sup>th</sup> year ([www.newsreel.org](http://www.newsreel.org)). California Newsreel releases—such as *Ethnic Notions*, *The Wilmar 8*, *Black Is...Black Ain't*, *RACE-The Power of an Illusion*--have been instrumental in deepening understanding of racial and social justice issues and have won National Emmy's, Peabody's and Academy Awards.

Executive Producer Larry Adelman is president and co-director of California Newsreel. He oversees Newsreel productions and has shepherded the development of dozens of Newsreel releases. Series Producer and Co-Executive Producer Llew Smith began his career as associate producer of the acclaimed *Eyes on the Prize* series and then served eight years as story editor for PBS's American Experience. Since then his Dupont and Peabody winning producer / director credits include *Africans in America*, *Reconstruction-The Second Civil War*, *Race-The Power of an Illusion*, and a forthcoming Nova on the pioneering black chemist Dr. Percy Julian.

### **PUBLIC ENGAGEMENT CAMPAIGN PARTNERS**

The series broadcast and DVD release will be accompanied by a companion Web site, concurrent stories on other media platforms, lesson plans, and an ambitious Outreach and Public Engagement Campaign which aims to help reframe the nation's debate over health.

**Strategic Partner:** Joint Center for Political and Economic Studies Health Policy Institute

**Outreach Partners:** Dozens of organizations are joining the Campaign, agreeing to sponsor screenings and Town Hall meetings, disseminate materials, and mobilize members, including: American Public Health Association (APHA); National Association of County and City Health Officials (NACCHO); The Praxis Project; Asian Pacific Islanders American Health Forum; Congressional Black Caucus Health Braintrust; MacArthur Network on Socio-Economic Status and Health; The WHO Commission on the Social Determinants of Health; The Prevention Institute; National Policy Alliance...

**Coordinating Committee.** A 10 member Coordinating Committee composed of leading health equity advocates and chaired by Health Policy Institute director Gail Christopher provides guidance to the Campaign.

## **PRODUCTION FUNDING**

The production budget for the four hour series is \$2.1 million. To date, \$1.5 million has been raised from the Ford Foundation, the Minority Consortia of Public Television, the John D. and Catherine T. MacArthur Foundation, and the W.T. Kellogg Foundation.

\$600,000 must be raised to complete production. We have been invited to submit proposals to the Annie E. Casey Foundation (\$100,000) and Kaiser Permanente (\$100,000). We are also requesting a continuation grant from the Kellogg Foundation (\$200,000). If those sources come through, that leaves an additional \$200,000 to be raised.

## **OUTREACH AND PUBLIC ENGAGEMENT FUNDING**

The Outreach and Public Engagement Campaign is scalable, from \$600,000 to \$900,000 (budgets begin with approximately \$200,000 for publicity and promotion, \$200,000 for the companion web site, and \$200,000 for the outreach).

The California Endowment has underwritten outreach strategic planning and will commit \$200,000, possibly more, to the Campaign. Our program officer at the Ford Foundation is requesting \$250,000 from other Ford programs. The California Endowment will convene a meeting of West Coast foundations. The Minority Consortia of public television are submitting a \$100,000 request to the Corporation for Public Broadcasting. Requests will also be submitted to the Commonwealth Fund, Robert Wood Johnson, and Nathan Cummings and others.

## **SCHOLARLY ADVISORS**

The series is being advised by some of the country's most esteemed health equity scholars. They interpret research, ensure we get our content right, and will review rough cuts of the series.

- Dolores Acevedo-Garcia, Assistant Professor of Society, Human Development and Health, Harvard University
- Nancy Adler, Chair, MacArthur Network on Socio-Economic Status and Health; Director, Center for Health and Community, University of California, San Francisco
- Gail Christopher, Director, Health Policy Institute, Joint Center for Political and Economic Studies
- Troy Duster, Former President, American Sociological Association; Professor of Sociology, New York University
- Harold Freeman, MD, Associate Director, National Cancer Institute; Director, NCI's Center to Reduce Health Disparities
- Camara Jones, MD, Research Director, Social Determinants of Health, Centers for Disease Control (CDC)
- Ichiro Kawachi MD, Director, Harvard Center for Society and Health, Harvard School of Public Health
- Brian Smedley, Project Director, Opportunity Agenda; lead author, Institute of Medicine's "Unequal Treatment."
- S. Leonard Syme, Professor of Epidemiology (emeritus), School of Public Health, University of California-Berkeley
- Makani Themba, Executive Director, The Praxis Project
- David Williams, Senior Research Scientist, Institute for Social Research, University of Michigan