

- 7th ANNUAL APHA FILM FESTIVAL -
Hosted by the PHEHP Section's Health Communication Working Group (HCWG)

Session One : 10:30 am Tuesday, November 9, 2010

<i>Title/Release Date</i>	<i>Producing Agency</i>	<i>Topic</i>	<i>Length</i>	<i>Contact email/phone</i>
The Story Basket: Weaving Breast Health into Our Lives	Alaska Native Tribal Health Consortium Anchorage, AK	Breast cancer is the most commonly diagnosed cancer among Alaska Native women and the third leading cause of cancer death. Woven together in "The Story Basket" are three important choices women make to find breast cancer early when it can be best treated.	Full version 28:13 Short version 10:00	Melany Cueva ANTHC-CHAP 4000 Ambassador Drive Anchorage, AK 99508 907-729-2441 mcueva@anthc.org
TeamSTEPPS® for MRC, ESAR-VHP, DMAT and Other Volunteer Disaster Response Groups	Yale-New Haven Center for Emergency Preparedness and Disaster Response New Haven, CT	The Department of Defense and the Agency for Healthcare Research and Quality have developed TeamSTEPPS, a teamwork system which offers a powerful solution to improving collaboration and communication within healthcare organizations. These vignettes were produced by the CT Center for Public Health Preparedness at the Yale New Haven Health System as a supplement to the existing TeamSTEPPS vignettes.	20:00 Excerpt 10:00	Linda Bergonzi King, MPH YNHH - CEPDR 1 Church Street, 5th Floor New Haven, CT 06510 linda.king@ynhh.org
Consuming Kids The Commercialization of Childhood 2008	A Media Education Foundation Production Northampton, MA	American kids now influence an estimated \$700 billion in annual spending. The result is that childhood itself has been commercialized. This movie traces the evolution and impact of this disturbing and unprecedented phenomenon, exposes the youth marketing industry's controversial tactics, and explores the effect of hyper-consumerism on the actual lived experience of children.	Full version: 67 :00 Short version: 52:00	Adriana Barbaro 413-584-8500 ext 2208 adriana@mediaed.org Sut Jhally 413-584-8500 ext 2301 sutj@umass.edu
Creating Healthy Families and Communities 2010	California Expanded Food and Nutrition Education Program Davis, CA	An advocacy tool for the USDA-funded CA Expanded Food and Nutrition Educational Program.	3:00	Lisa Peterson 530-304-3918 lpeterson@chori.org
Safe disposal and reduction of household toxic waste in urban St. Louis: A video short from a community-based partnership 2009	ARCHS St. Louis, MO	This video features Tox Away Day, which focuses on safe ways to dispose of household toxins.	3:28	Dr. Dianne Benjamín benjamind@stlarchs.org 314-289-5622 (direct) 314-534-0022 ext 185
MomsRising's MOTHER OF THE YEAR AWARD – Using Humor to Educate about Family Health and Economic Security	MomsRising.org,-- a national advocacy organization of one million members	This short, hilarious, customizable video went viral on the internet and was viewed by 12 million people. Linked with Mother's Day, it addresses economic disparities facing mothers. You laugh while you learn.	1:45	Mary Olivella mary@momsrising.org Vice President MomsRising.org 510-517-7928

Session Two: 12:30 pm Tuesday, November 9, 2010

<i>Title/Release Date</i>	<i>Producing Agency</i>	<i>Topic</i>	<i>Length</i>	<i>Contact email/phone</i>
Recovery and the Healthcare/Insurance Systems: Improving Treatment and Improving Access 2009	Center for Substance Abuse Treatment Rockville, MD	This film explains one way in which the Wellstone Act will benefit individuals with mental illness and addiction.	60:00 Excerpt 10:00	Elizabeth Harris 818-990-8301 eharris@emt.org
Blitz Attack: The Andrea Hines Story Part II 2005	Permanent Productions, Inc. Rolling Hills Estates, CA	This film reveals issues of family drug abuse, co-dependency, infidelity, alcoholism, and living in denial while also sharing a painful story about a parent's worst nightmare.	50:00 Excerpt 10:00	Constance L. Jackson 904 Silver Spur Rd., #510 Rolling Hills Estates, CA 90274 310-366-4996 c.jackson@permproductions.com
Sex Can Wait 2007	Social & Behavioral Health Virginia Commonwealth University Richmond, VA	A collection of PSAs aimed to delay early sexual debut.	6:00 (12x:30)	Rick Zimmerman rzimmerman@vcu.edu Michael Kilbourne (WMBK Media) Social & Behavioral Health Virginia Commonwealth University 1112 E. Clay Street Richmond, VA 23298
Changing Policy: The Elements for Improving Childhood Asthma	Chandler Chicco Agency Washington, DC	Addresses how life-threatening or costly asthma can be by bringing into focus the scope and severity of childhood asthma – the single most chronic disease among children in the US.	3:59	Yvonne Ohadike yvonne_ohadike@merck.com
Outspoken Volume III 2010	Mount Sinai Adolescent Health Center New York, NY	This film looks at many different facets of the gay community to educate and entertain youth while delivering HIV prevention messages.	30:00 approx Excerpt 10:00	Darrin B. Maxwell darrin.maxwell@mountsinai.org 212-731-7537
Why Flu Vaccination Matters: Personal Stories From Families Affected by Influenza	AED Washington, DC	A collection of video portraits recognizing the importance of childhood vaccinations against influenza in the U.S.	6:51	Allison Bozniak abozniak@aed.org 202-884-8374
Safe Water Chile	Elizabeth Bayne Design Matters Un Techo para Chile	Design students from Designmatters have a direct impact on the lives of Chileans through their innovation and creativity.	11:05	Elizabeth Bayne 1771 N. Vermont Ave. Los Angeles, CA 90027 e.bayne@gmail.com

Session Three: 2:30 pm Tuesday, November 9, 2010

Title/Release Date	Producing Agency	Topic	Length	Contact email/phone
Money-Driven Medicine 2009	Producer, Alex Gibney; Distributor, California Newsreel San Francisco, CA	Money-Driven Medicine offers the only systemic look on film at the economics underlying – and often undermining – our \$2.6 trillion healthcare system. It goes beyond health insurance reform as it lays out the looming policy challenges for the next decade if we are to provide all Americans effective, high quality, patient-centered care while containing costs and reducing wasteful, even risky procedures.	Full 86:00 Educators 50:00 Practitioner's 38:00 Advocacy 18:00 Excerpt 18:00	Charlotte Von Hemert California Newsreel 415-284-7800 cvh@newsreel.org
What's Spirituality Got To Do With It?	Glendale Adventist Medical Center Glendale, CA	This film empowers physicians to address patient's health-related spirituality issues.	16:23	Sally Shaw, DrPH, MPH, CHES Glendale Adventist Medical Center Department of Community Services 1509 Wilson Terrace Glendale, CA 91206 818-409-8547 shawsf@ah.org www.wholepersonresources.com
Mortal Lessons	David Liban, Asst Professor University of Colorado Denver Denver, CO	This film analyzes perceptions of end-of –life issues and the difficulties people have discussing and sharing emotions related to a terminal diagnosis.	56:46 Excerpt 10:00	David Liban 120-488-7780 720-384-3658 dliban@gmail.com
Eating Alaska 2008	Frankenstein Productions Sitka, AK	This film is about making sense of what we eat. The film shows Alaskan natives and non-natives trying to balance buying processed foods with growing their own.	56:46 Excerpt 10:00	Ellen Frankenstein 907-738-2174 ellen@eatingalaska.com
Beauty Mark 2009	Media Education Foundation Northampton, MA	This film examines American culture's fixation on thinness, beauty, and physical perfection.	50:00 Excerpt 10:00	Media Education Foundation www.mediaed.org
Universal Yoga at the University at Buffalo 2009	University at Buffalo Wellness Education Services Buffalo, NY	Yoga for Health	14:39	Dr. Sherri Darrow darrow@buffalo.edu sherri.darrow@gmail.com

Session Four: 4:30 pm Tuesday, November 9, 2010

Title/Release Date	Producing Agency	Topic	Length	Contact email/phone
Project IMMPACS: Safe Sex TV Spots (PSA 2006 & 2008)	Motivational Educational Entertainment Philadelphia, PA	A multilevel HIV-prevention strategy for high-risk youth	2:16 (3 chapters)	MEE Production, Inc.: Thierry Fortune, Ivan Juzang 215-829-4920 TFortune@MEEProductions.com
Operation Sunrise 2008	Ventura County Public Health Oxnard, CA	County wide training event on various medical equipment.	9:27	Daniel Wall 805-981-5101 dan.wall@ventura.org
Safe Nail Salons: Keeping You and Your Customers Healthy (2009)	Boston Public Health Commission Boston, MA	This Vietnamese film with English subtitles teaches Vietnamese nail salon technicians how to protect themselves from exposure to hazardous chemicals and air pollution in nail salons.	16:00 Excerpt 10:00	Margaux Joffe 617-534-2452 mjoffe@bphc.org
BPHC: 5 PSAs (STI prevention; Talkin' bout the flu; Wake Up; Rethink your drink; Food safety)	Boston Public Health Commission Boston, MA	PSAs pertaining to STI prevention, the flu pandemic, drinking soft drinks (a link to the rise in obesity), and high salmonella rates in the Asian community	1:00; 3:28; 30sec; 6:19; 7:00 Total 10:00	Margaux Joffe 617-534-2452 mjoffe@bphc.org
Our Stories, Our Health 2010	University of Pennsylvania, WHYY Public Broadcasting, Southern Asian Mutual Assistance Associations Coalition, and Thomas Jefferson University Philadelphia, PA	This film addresses hypertension and doctor-patient communication within the context of Southeast Asia immigrant communities.	30:13 Excerpt 10:00	Giang T. Nguyen Giang.Nguyen@upenn.edu 215-615-0355
Don't Drink Yourself Fat!	New York City Department of Health & Mental Hygiene New York, NY	Obesity prevention PSA addressing the negative health impact of regular soda consumption.	0:32	Sabira Taher, MPH staher@health.nyc.gov
Stirring Up Change in Adult Homes 2010	Family Cook Productions New York, NY	This documentary is about changes in Adult Homes involving food. This documentary focuses on the way in which food can bring people together.	14:14	Lynn Fredericks lynn@familycookproductions.com 212-867-3929
Crisis in the Crib: Saving Our Nation's Babies	Office of Minority Health, U.S. Department of Health and Human Services Washington, DC	This film sheds light on the high rates of infant mortality in the U.S. and the significant disparities affecting racial and ethnic minority populations.	36:15 Excerpt 10:00	Matilde Gonzalez-Flores Mgonzalez-flores@omhrc.gov
Bridging the Gap 2009	Children's Hospital at Oakland Research Institute Oakland, CA	This film is about promoting successful communication and working relationships between communities and researchers.	28:00 Excerpt 10:00	Lisa Peterson 510-333-8658 lpeterson@chori.org

MISSED: Stories of Young Adults with Cancer	Lance Armstrong Foundation Austin, TX	The film tells a story of four young adult cancer survivors. This film illustrates the unique challenges faced by this group across the cancer continuum.	13:02	Devon McGoldrick, MPH 2201 E. Sixth Street Austin, Texas 78702 512-279-8355 devon.mcgoldrick@LIVESTRONG.org
This Will Pass: Suicide Prevention	Mecklenburg County Area Mental Health, Health Department, and PS&I Charlotte, NC	Know the Signs and Symptoms, and don't be afraid to ask	14:00	Gary Black Mecklenburg County Health Department 249 Billingsley Rd. Charlotte, NC 28211 704-336-3354 Gary.black@mecklenburgcountync.gov

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