

Greetings everyone,

After the rich input from our facilitator, Vicki, and the guest facilitator, I will not take too much of your time.

At the beginning of Week 2, we have over 400 participants from 85 countries! Bravo!

Hours after Vicki's posting was published, a few of you responded providing a few examples from your own countries.

For example, a participant from Bulgaria stated that some TV shows do rely on health experts (often medical doctors) who are invited to address the public in regards to relevant public health threats, such as the avian flu for example. Some of these programs have a more 'serious' discussion format, while a few of them are entertainment shows.

In addition, it was noted that government agencies rarely reach out to entertainment media professionals such as the case presented by Vicki with CDC and her Center. In fact, it is mostly non-for-profit agencies that get involved or medical professional societies. Perhaps this is an area where some development may take place.

The participant from Bulgaria also pointed out the importance of knowing your audience – in the case of television – it is crucial to know who views your shows and think about producing it exclusively for them.

Finally, a participant from Bangladesh pointed out the issue that many individuals and societies are dealing with competing topics in the media (and life) – such as cost of food or fuel, etc. This is also important to recognize when planning public health programs using media.

That much as of the summary of yesterday's responses from participants. I look forward to another rich day of input from Vicki, her guest facilitator, Dr. Zoanne Clack, the writer and co-producer on the award-winning ABC television hit "Grey's Anatomy".