

# Music Celebrities, Multimedia, and Health Education for Adolescents



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**4th Year Medical Student**

**Emory University School of Medicine**

**Executive Director, Music Inspires Health**

**Elizabeth Levy, MPH, CHES**

**Director of Communications**

**Music Inspires Health**

**American Public Health Association**

**November 6, 2007**

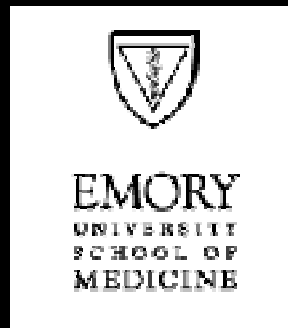
**[www.musicinspireshealth.org](http://www.musicinspireshealth.org)**

# Music Inspires Health

**Founded by medical students at Emory University and the University of Virginia**

**Innovative health education programs will be launched in 2007-2008**

**Hundreds of medical students, physicians, public health experts, and music celebrities collaborating to improve health in the U.S.**



# Music Inspires Health

## Contemporary Health Issues Include:

**HIV/STD Prevention**

**Tobacco Prevention/Cessation**

**Obesity Prevention**

**Alcohol Abuse**

**Depression**

**Eating Disorders**



**MUSIC INSPIRES HEALTH INITIATIVE  
NATIONAL MEDICAL ADVISORY BOARD**  
(abridged list as of 12/1/06)

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Past President of the American College of Cardiology (2000-2001)

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Chief, STD Control Branch  
California Department of Health Services

**James W. Curran, M.D., M.P.H.**  
Dean and Professor of Epidemiology  
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Former Director of the CDC Division of HIV/AIDS

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President, Academy for Eating Disorders (2004-2005)

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President and Founder of the Harvard Eating Disorders Center

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Johns Hopkins Bloomberg School of Public Health  
Previous Director, CDC National Center for HIV, STD, and TB  
Prevention from 1997-2001

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Columbia University College of Physicians & Surgeons  
Host, Second Opinion with Dr. Oz on the Discovery Channel  
Co-author of YOU: The Owner's Manual  
Frequent health guest on Oprah

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UCLA David Geffen School of Medicine

**Peter T. Scardino, M.D., F.A.C.S.**  
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**MUSIC  
INSPIRES  
HEALTH  
INITIATIVE**

**IT'S TIME  
TO FACE  
THE MUSIC**



There's a potential health crisis occurring among our youth which Music Inspires Health is trying to address through information, education and music.



# COMBINING EDUCATION AND CAUTION TO CREATE A NEW APPROACH CALLED EDU-CAUTION

It's a difficult world to grow up in. Every day, young adults face many tough decisions which put them at risk due to behavior-related health issues. These health problems threaten to reach epidemic proportions if left unchecked.

It is Music Inspires Health Initiative's belief that through education and by exercising great caution, students can successfully navigate the rocky road that lies ahead. That's why we've formed the Music Inspires Health Initiative — to speak to our nation's youth about relevant health issues in a language that all young people understand — the powerful language of music.

## HERE ARE A FEW STARTLING STATISTICS WE ALL NEED TO KNOW ABOUT\*

### HIV/STDs:

- 50% of all new HIV cases occur in youth under the age of 25
- 19 million new cases of STDs (HIV, chlamydia, gonorrhea, herpes and HPV) occur each year in the U.S., half occur between ages 15-24
- 74% of Americans have been infected with genital HPV through sexual activity

### Smoking:

- 4,000 American kids try their first cigarette each day
- 1,500 additional kids under 18 become new, regular daily smokers
- 90% of adult smokers took their first puff before the age of 18
- 6.4 million children under 18 today will eventually die from smoking

### Obesity:

- 9 million plus children and teens between ages 6-19 are overweight
- 30.4% of adolescents ages 12-19 are overweight and 15.5% are obese

\*Please refer to the website [www.musicinspireshealth.org](http://www.musicinspireshealth.org) for further details and complete reference information.

## KNOWLEDGE IS POWER...

That is why it is the mission of the Music Inspires Health Initiative to empower our young people with information and education through innovative and cutting-edge campaigns. This involves the active participation of hundreds of teachers, medical students, world renowned physicians and musicians collaborating to spread the message.

Founded by medical students at Emory University and the University of Virginia, and bolstered by support and participation of some of the music world's most talented artists, the Music Inspires Health Initiative is scheduled to officially launch during the 2007-08 academic year. Working with established health programs and educators across America, we plan to significantly change the behaviors which put teenagers and young adults at risk.

## SPREADING THE WORD

Here are some of the high-profile events and campaigns we're planning in order to reach our audience. Our programs educate about HIV/STD prevention, the dangers of smoking, obesity, alcohol abuse, depression and eating disorders.

- National Health Education Concert Tour culminating in a nationally televised live concert event — filmed on location during the tour
- Multimedia-based health education website
- Alliance with Teach for America — Teachers targeting under-served youth
- Battle of the Bands at high schools and colleges around the country
- "Music Inspires Health" education classroom curriculum
- Music celebrity poster campaign

You can assist by completing the information below and letting us know how much you would like to donate by putting a check mark next to the appropriate amount. Our goal is to raise \$5 million over the next 18 months (starting December 2006). We encourage private donations as well as corporate sponsors. For details on corporate sponsorships, contact Benjamin Levy at 404-375-5991.

## WE CAN ONLY DO THIS WITH YOUR HELP

Please provide the requested information below.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
e-mail: \_\_\_\_\_

Amount of financial support: (Check the box next to the amount you wish to pledge)

### Suggested Donor Levels

\$300       \$500       \$1,000   
\$2,500       \$5,000       \$10,000   
\$15,000       \$25,000       Other

Check     Visa     MC     Discover     AmEx   
Card # \_\_\_\_\_    Exp. \_\_\_\_\_

Detach this panel & include with donation addressed to:  
Music Inspires Health Initiative, Inc.  
252 Briarvista Way  
Atlanta, GA 30329

404-375-5991 • [BenLevy@musicinspireshealth.org](mailto:BenLevy@musicinspireshealth.org)

Financial contributions to the Music Inspires Health Initiative are tax-deductible according to the limits allowed by law. We are a 501(c)(3) non-profit organization. Our Tax Identification Number is 20-1339758.

# Evaluation of Multimedia Formats

research completed by National Cancer Institute, Communication Technologies Branch

Health information presented about cancer in 5 separate multimedia formats:

- 1) paperback booklet
- 2) paperback booklet formatted in HTML on the web
- 3) spoken audio alone
- 4) spoken audio synchronized with a text web page
- 5) Flash multimedia (animation, spoken audio, and text)

Results of National Cancer Institute's

Communication Technologies Branch Research Study<sup>1</sup>

71.1% ranked Flash animation first among the 5 formats, and 84.4% rated Flash as their first or second choice.

Audio was the least-preferred format, ranking fifth among 46.7% of users.

Flash animation ranked first among users regardless of education level, age group, or format group to which the user was assigned.

1. [Journal Medical Internet Research](#) 2003 Jul-Sep;5(3):e16. Epub 2003 Aug 29.

# Access to the Internet

Average time spent online per week among Americans:

- Broadband at home: 13 hours/week
- Dial-up: 8 hours/week

[http://www.arbitron.com/downloads/Internet10\\_Summary.pdf](http://www.arbitron.com/downloads/Internet10_Summary.pdf)



# HIV/STD Statistics



- 1/2 of all new HIV cases in the U.S. occur in youth under the age of 25
- CDC estimates that 19 million new sexual transmitted infections (HIV, chlamydia, gonorrhea, herpes, HPV, etc.) occur each year in the United States - Almost half of them among adolescents and young adults aged 15 to 24

# **We need for better health education in America: Smoking Prevention and Cessation**



**21.7% of all high school students are smokers**

**4,000 American kids try their first cigarette each day and another 1,500 other kids under 18 become new, regular daily smokers**

**90% of adult smokers took their first puff before the age of 18**

**6.4 million children under the age of 18 today will eventually die from smoking-related disease unless current rates are reversed**

## **Our Inspiration**

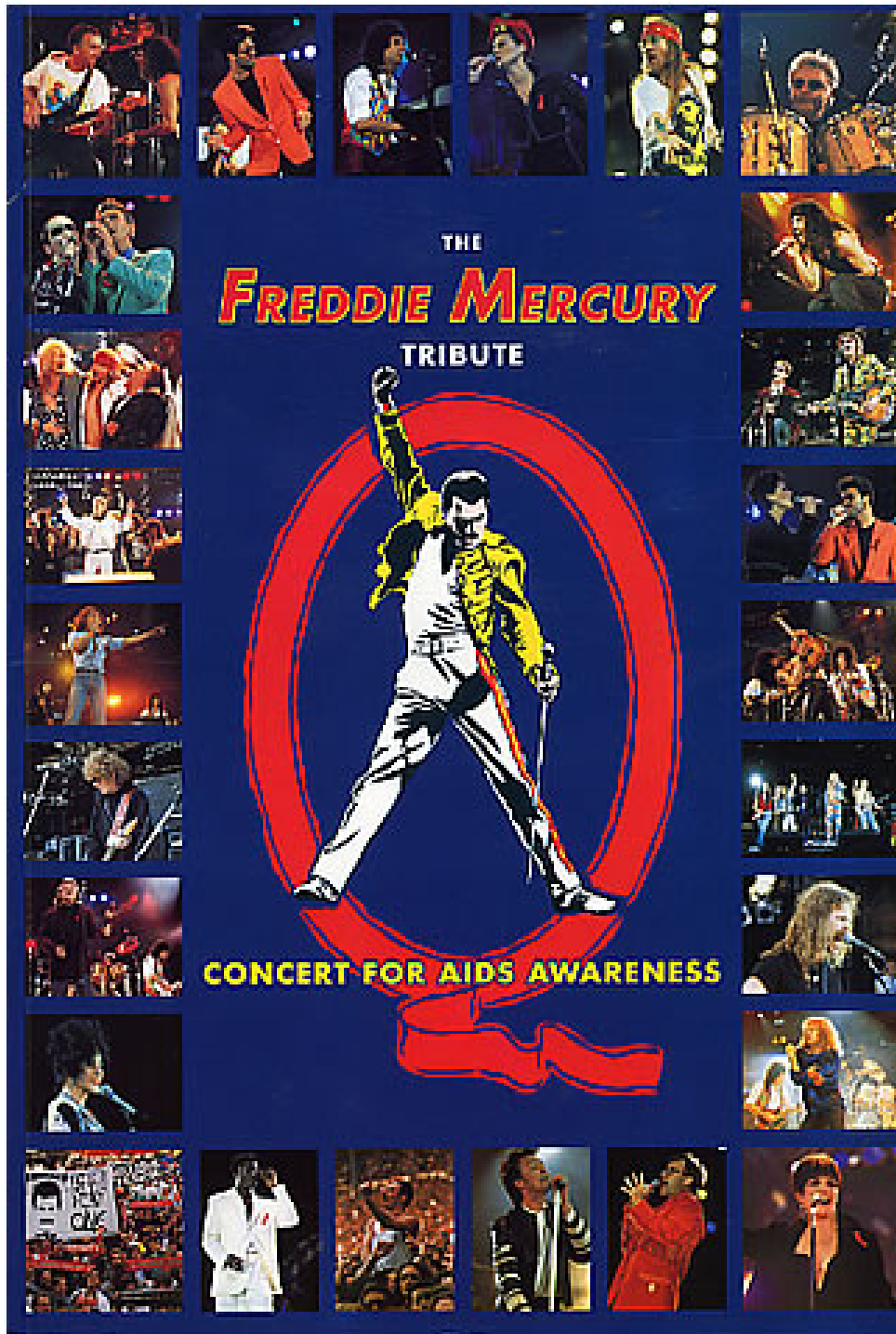
**Freddie Mercury Tribute Concert – April 20, 1992  
at London's Wembley Stadium**



**Massive concert organized by the remaining members of  
Queen to raise awareness about HIV/AIDS Prevention**

**This health education event was televised to over 1 billion  
people worldwide**





Performers included the remaining members of Queen (Brian May, Roger Taylor, John Deacon) +

Elton John

Guns N' Roses

Roger Daltry

Robert Plant

David Bowie

Annie Lenox

Seal

Extreme

George Michael

Liza Minnelli

# Queen and Nelson Mandela create the 46664 Campaign

Nelson Mandela's prison number was 46664

Queen organized the concert to raise awareness  
of the spread of HIV/AIDS in South Africa and  
around the world

# 46664 Performers Included:

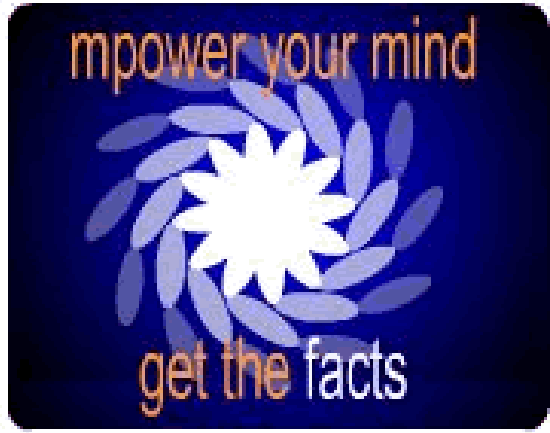
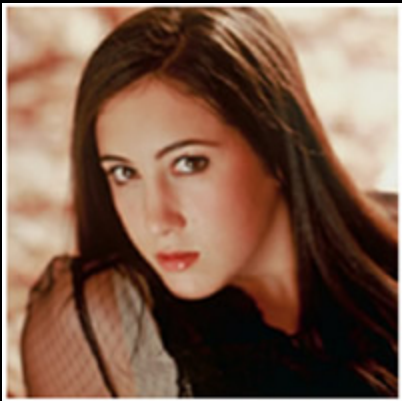
Queen (Brian May and Roger Taylor)  
Beyonce Knowles  
Bob Geldof  
Peter Gabriel  
Bono and The Edge from U2  
Ladysmith Black Mambazo  
Cat Stevens  
Eurythmics  
The Coors  
Angelique Kidjo  
Zucchero  
Anastacia  
Soweto Gospel Choir  
and many South African musicians



# AIDS 2006 Concert

(In support of the XVI International  
AIDS Conference in Toronto)

- Barenaked Ladies
- Alicia Keys
- Blue Man Group
- Thomas Mapfumo from Zimbabwe
- The Red Spirit Singers and Dancers
- Massari
- DJ Tiesto from The Netherlands





# **Music Inspires Health Formative Research**

**National online surveys with high school and college students conducted during 2005-2007 academic years**

**Focus groups at the following institutions:**

**Emory, University of Virginia, Harvard, Boston University, UC Berkeley, Northwestern, George Washington University, Georgia Tech, Berklee College of Music, University of Georgia, Savannah College of Art and Design, and others.**

## **4 Major Problems Identified Among Female College Students and Adolescents in MIH Focus Groups and Surveys during 2005-2007**

- 1) Females are often complacent about insisting on condom usage because they believe their partner is safe (without first getting tested).
- 2) Females have many questions about the possibility of STI transmission from oral sex.
- 3) Both males and females report that they stop using condoms consistently several weeks to months into a relationship because they have established "trust."
- 4) Many females are not empowered yet to insist on consistent condom usage.

# Health Education Concert Tour:

- **Music Celebrity Performances**
- **Messages from Musicians**
- **Entertaining Short Films**
- **Health Education Tables**
- **Music Celebrity Poster Campaign**



# Which musicians are we pursuing?

**Musicians we are currently recruiting to join our program:**

Black Eyed Peas

Queen

Dave Matthews Band

Beyonce

Elton John

U2

Counting Crows

Usher

Macy Gray

Ben Folds

John Mayer

Sarah McLachlan

OutKast

**Indigo Girls**  
**R.E.M**  
**Sting**  
**James Taylor**  
**The Roots**  
**O.A.R.**  
**Maroon 5**  
**India.Arie**  
**Matchbox Twenty**  
**Kenny Chesney**  
**Faith Hill**  
**Tim McGraw**  
**Blues Traveler**  
**Branford Marsalis**  
**Queen Latifah**  
**LL Cool J**  
**Will Smith**



**Owned by the Dave Matthews Band management  
in Charlottesville, VA**

**Music Inspires Health website store**

**Merchandise and CDs**

**Tickets**

**Marketing**

**Fan Clubs**

# Multimedia Health Education Website

- Accurate
- Fun
- Interactive
- Entertaining
- Nonjudgmental



# TEACHFORAMERICA

**Teach for America partnership to reach underserved, lower socioeconomic schools throughout the country**

**Health education clubs and rock band competitions**

**PowerPoint presentations for teachers**



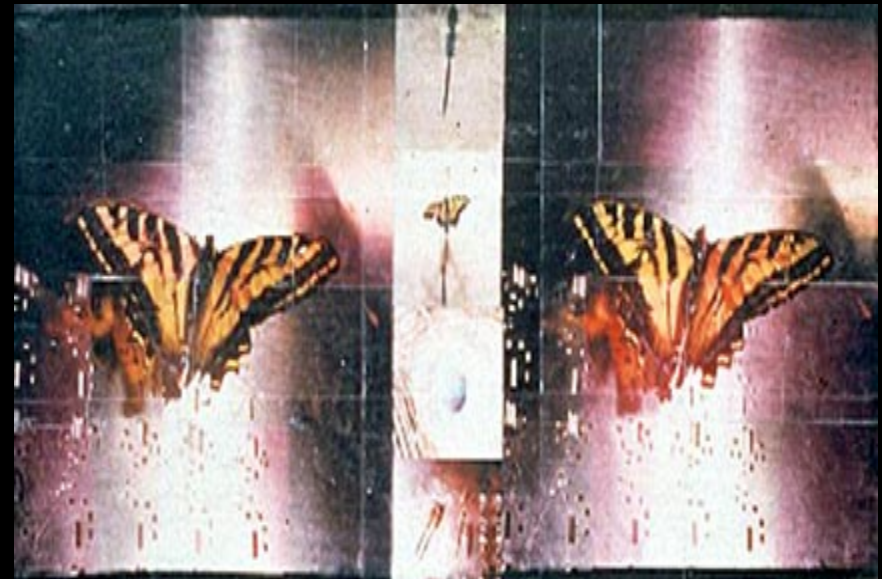
# Music Inspires Health PowerPoint Presentations

High schools and colleges around the country

Short films and PowerPoint presentations  
required during the first month of college

Before risky sexual behavior and  
experimentation with cigarettes and alcohol  
begins for many students

# Traveling Art Exhibit



(Artwork by Judy Ann Seidman - an HIV Positive Artist)



Rebecca Guberman: HIV positive artist, producer, and curator

**In 1999, Rebecca worked with Jennifer Jako to direct and produce "Blood Lines," a moving 30-minute documentary on the lives of HIV-positive youths**



# MUSIC INSPIRES HEALTH

## UPCOMING EVENTS IN 2007

Filming HIV/STD prevention video in Los Angeles  
(Knitting Factory Hollywood and several other locations) February 20-21

Filming HIV/STD prevention video with students at the University of Virginia  
March 24-28 (during Emory spring break)

OB/GYN Grand Rounds at Northwestern University Hospital in Chicago  
Friday, March 30 (March 29 at Evanston Hospital)

American College of Physicians 2007 Annual Meeting in San Diego  
Medical Student Research Poster Competition - Saturday, April 21, 2007

2007 International Conference on Eating Disorders (Baltimore, MD)  
presentation on Saturday, May 5, 2007

American College Health Association 2007 Annual Meeting  
presentation on June 1, 2007 in San Antonio, Texas

CDC Changing Face of Health Education and Health Promotion Conference  
presentation on June 8, 2007 in Seattle, Washington





# MUSIC INSPIRES HEALTH

COMPREHENSIVE SITE  
IN DEVELOPMENT

"Music is the language of our youth. It provides the gateway to engaging young people to make choices that will safeguard and improve their health, now and in the future. Involvement of music celebrities and entertainment executives can make the Music Inspires Health Initiative a powerful force to shape our nation's future in the direction of greater physical and mental health."

-Jonathan Fielding, M.D., M.P.H, M.B.A.  
(Director of Public Health for Los Angeles County)

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+ UPCOMING EVENTS

+ E-MAIL US



# National Medical Advisory Board



**Chair: Robert M. Carey, M.D., M.A.C.P.**  
Dean, Emeritus, and Professor of Medicine  
University of Virginia School of Medicine

**R. Wayne Alexander, M.D., Ph.D.**  
Chair, Department of Medicine  
Emory University School of Medicine

**Kevin A. Ault, M.D.**  
Associate Professor  
Division of Gynecologic Oncology  
Department of Gynecology and Obstetrics  
Emory University School of Medicine

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**Jonathan Fielding, M.D., M.P.H., M.A., M.B.A.**  
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Director, Eating Disorders Unit, Massachusetts General  
Hospital

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**Harold Jaffe, M.D.**

**Previous Director, CDC (Centers for Disease Control and Prevention) National Center for HIV, STD, and TB Prevention from 2002-2004**

**Michael M.E. Johns, M.D.**

**Executive Vice President of Health Affairs at Emory University;  
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**Professor and Deputy Head of Cancer Medicine  
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**Ami Laws, M.D.**

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Specialist in Diabetes  
Stanford University School of Medicine**

**David A. Meyerson, M.D.**

**Associate Professor of Cardiology  
Johns Hopkins University School of Medicine;  
National Spokesperson for American Heart Association**

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**Professor of Surgery and Vice Chairman of  
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Director, Cardiovascular Institute  
Columbia University College of Physicians &  
Surgeons  
Host, Second Opinion with Dr. Oz on the Discovery  
Channel  
Frequent Cardiology Guest on Oprah**

**Neil H. Parker, M.D.**

**Dean of Student Affairs and Graduate Medical  
Education  
UCLA David Geffen School of of Medicine**

**Thomas N. Robinson, M.D., M.P.H.**

**Assistant Professor of Pediatrics and Medicine  
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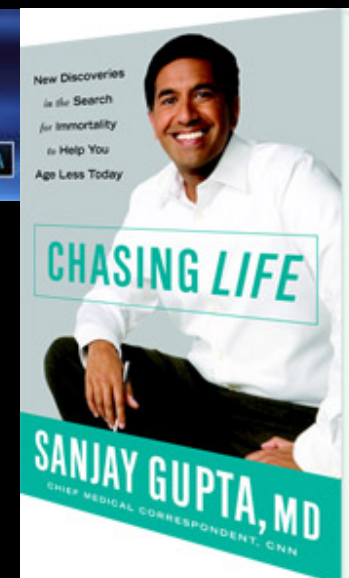
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Chair, Internship Selection Committee  
University of Chicago Pritzker School of Medicine**

**James L. Scott, M.D.**

**Dean, GWU School of Medicine and Health Sciences  
Professor of Emergency Medicine  
George Washington University**

# Health Education on TV







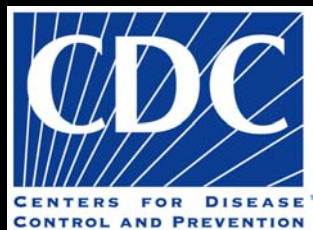
As the leading producer of public service announcements since 1942, the Ad Council has produced health short films to several generations of Americans



Film editing, flash animation, and graphic design



Panavision donated the use of a 16mm camera



Melissa Shepherd is working to allow several previously filmed CDC HIV Prevention PSAs to be screened on our website

# Business Advisory Board

President of Festival Productions  
(which produces all of the JVC Jazz Festivals)

**Marketing and branding professors from**

Emory University Goizueta School of Business

University of Virginia Darden School of Business

Boston University School of Management



**“Music is the language of our youth. It provides the gateway to engaging young people to make choices that will safeguard and improve their health, now and in the future. Involvement of music celebrities and entertainment executives can make the Music Inspires Health Initiative a powerful force to shape our nation's future in the direction of greater physical and mental health.”**

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**(Director of Public Health for Los Angeles County)**



## Special Thanks To

Robert Carey, MD - University of Virginia

Tyler Wind, MD - Medical University of South Carolina

Michael Devlin, MD - Columbia University

James Curran, MD, MPH - Emory University

Catherine O'Connor - Emory University

Jessica Kepford - Emory University

Julie Saul - Emory University

Bethany Wexler - Emory University

Anna Axster - Director of HIV Prevention Short Films