

Culture of Peace

Distinguished Speakers Series

Entertainment for Social Change: Working with Hollywood's Storytellers to Improve Health and Well Being Worldwide.



Sandra de Castro Buffington
Director of Hollywood, Health & Society

4 pm, Saturday, June 12, 2010
At the Culture of Peace
Resource Center
606 Wilshire Blvd.
Santa Monica, CA 90401

Sandra de Castro Buffington is director of Hollywood, Health & Society (HH&S), a program of the USC Annenberg Norman Lear Center that harnesses the power of entertainment media to improve the health and well being of people worldwide. She provides Hollywood's creative community with access to public health experts for their scripts across television, film and new media platforms. The program recognizes the profound impact that entertainment media have on individual knowledge and behavior.

Sandra is known for her award-winning work in global health, entertainment education and social transformation. She has nearly 30 years of experience working in global leadership, public health and emergence technologies; 20 years were spent working internationally, and five of those years were spent in residence overseas.

Sandra is working in collaboration with Hollywood's creative community and global partners to establish a network of Centers for Entertainment Education in the major media markets that serve the developing world. The Centers will provide in-country TV and film writers and producers access to experts to increase the accuracy of health, conflict transformation and climate change portrayals in their scripts.

Formerly Vice President of the Centre for Development and Population Activities (CEDPA), Sandra guided the flagship WomenLead program to equip, mobilize and empower women globally and nurtured a network of 5,000 alumni in 140 countries. With USAID, she led the development of a \$250 million strategic framework for global health leadership and management and managed a \$108 million portfolio of strategic communication programs worldwide. She coordinated the first international Entertainment for Social Change conference at the USC Annenberg School.

She was a founding member of Latin America's leading healthcare Internet company eHealth Latin America, and later led the design for the Pan American Health Organization/World Health Organization of a web-based portal – The Virtual Campus for Public Health.

Sandra has received numerous honors and awards. Sandra is Brazilian-American, fluent in English, Portuguese and Spanish, and proficient in French. She has worked and traveled worldwide.



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Culture of Peace Resource Center
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- Lectures are free and open to the public.
- For guaranteed admission, seats may be reserved through email at peacelectures@sgi-usa.org.
- Watch the live webcast of the lecture at www.vov.com/coptv.
- Reception to follow.
- Come and win a \$50 gift certificate for culture of peace books and gift items!
- Free parking at 1212 7th Street, Santa Monica, CA 90401.