



Drexel University School of Public Health
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THE DREXEL-HEALTH PARTNERS
 PUBLIC HEALTH GRAND ROUNDS
 LECTURE SERIES

in collaboration with the Institute for Women's Health and Leadership of the
 Drexel University College of Medicine



Thursday, April 5th, 2007
 4:30 PM

“The Media and Women’s Health: Sorting Fact from Fiction”
 Judy Norsigian, Executive Director, Our Bodies Ourselves

Judy Norsigian is a founding member of the Boston Women's Health Book Collective and a contributor to the 1998 update of *Our Bodies, Ourselves*. The Boston Women's Health Book Collective is a non profit organization committed to education about women and health. The collective was started by twelve women in a church basement in Watertown, Massachusetts in the late 1960s. Astonished by the lack of clear, specific information available to women about their own bodies, the group set out to collect medical facts, expert opinions and personal perspectives and share them with other women through workshops and pamphlets. Responding to a growing demand, in 1970 the group published the first edition of a groundbreaking resource. Now a classic, *Our Bodies, Ourselves* remains the ultimate consumer health reference for all women. Scrupulously researched and powerfully written by pioneering advocates for women's awareness on issues crucial to women's health, the book has enlightened and empowered countless women worldwide. Since its original publication in 1970, this breakthrough medical reference and wellness guide has sold more than four million copies, with translations into 17 languages. The first major revision in 14 years has been completely updated to reflect the realities of our changing times. It includes up-to-the-minute facts and figures while exploring today's most relevant issues, including technological advances, holistic approaches and strategies for negotiating a health care system in a climate of decreased government spending and cuts in corporate benefits. Royalties income from the sale of *Our Bodies, Ourselves* is not sufficient to support the work of the Collective. Tax-deductible donations (made payable to BWHBC) are welcome.

LOCATION: Drexel University Center City Campus
New College Building, Geary B Auditorium
245 N. 15th St., Phila., PA
Live videoconferencing to the Queen Lane
Microbiology/Immunology Conference Room G49

Learning Objectives:

1. Participants will analyze examples of how the media reports on women’s health and recognize inaccurate or misleading examples.
2. Participants will explain how the media has influenced the public discourse on women’s health (including cosmetic surgery, tobacco use, and pregnancy and birth).
3. Participants will be able to recognize the sometimes damaging influences of the media (with regard to women’s health information) in everyday life.
4. Participants will discuss how to resist these influences and discuss possible strategies for countering media misinformation.

Target Audience: Public health professionals, physicians, and health care practitioners.

For more information about Grand Rounds contact the School at 215-762-4110.

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 HealthPartners of Philadelphia



Accreditation Statement

Drexel University College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. **AMA:** The Drexel University College of Medicine designates this educational activity for a maximum of 1 *AMA PRA Category 1 Credit(s)*TM. **AOA:** This program is eligible for 1 credit in Category 2A of the American Osteopathic Association. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Faculty Disclosure Statement

Speakers at continuing medical education activities are required to disclose to the audience any financial relationships with the manufacturer(s) of any commercial products, goods or services. Any conflicts of interest must be resolved prior to the presentation and announced to the audience.

Faculty Disclosure

Judy Norsigian has no commercial relationships to disclose.

Acknowledgement of Funding

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