



Unnatural Causes – Public Television Series

WPHA is joining forces with partners around the state – including the Milwaukee Health Department’s Center for Health Equity, UW-Milwaukee, the Center for Urban Population Health, and others – **to promote the Unnatural Causes video series throughout Wisconsin.**

The U.S. is one of the richest countries on the planet. Yet we rank 29th in the world for life expectancy, among the worst in the industrialized world – and even lower than some poor countries like Costa Rica and Chile. What’s happening to our health?

The four-hour UNNATURAL CAUSES series shows that there is much more to our health than bad habits, health care, or unlucky genes. The social conditions in which we are born, live and work profoundly affect our health and longevity.

There will be several events associated with this excellent documentary:

- Wednesday, March 26th, 6-8 pm, Madison: Documentary Preview and Panel Discussion. See attached flyer for details.
- Thursday, March 27th: first episode of Unnatural Causes **on PBS**. See your local PBS station’s website or <http://www.unnaturalcauses.org/> for specifics of series scheduling at your local PBS station.
- Monday, April 7th, 1pm, Milwaukee: Press Conference promoting Public Health Week, with an emphasis on health disparities. For information on how you can promote the Unnatural Causes series in your local area, see <http://www.unnaturalcauses.org/press.html> or <http://www.naccho.org/topics/justice/index.cfm>.
- June, 2008, multiple locations **throughout the state**: A live simulcast of a selected Unnatural Causes episode, plus a panel discussion featuring key opinion leaders from around Wisconsin, will be available at selected UW System campuses. More details will be forthcoming.

If you are interested in hosting, coordinating, and/or promoting the simulcast at a UW campus near you – or if you are aware of other events related to Unnatural Causes going on in your area – please contact Kaija Zusevics of the WPHA Marketing and Communications Committee at zusevics.kaij@students.uwlax.edu.