



Tri-County  
Health Department

FOR IMMEDIATE RELEASE – October 7, 2005  
CONTACTS: Randy Blauvelt, Rocky Mountain PBS – 303-620-5695  
Gary Sky, Tri-County Health Department – 303-846-6245

## **Tri-County Health Department Teams With Rocky Mountain PBS To Promote ‘Rx for Survival: A Global Health Challenge’**

The Tri-County Health Department and Rocky Mountain PBS have teamed up to promote the new upcoming television series “Rx for Survival: A Global Health Challenge” that will air statewide in Colorado on Rocky Mountain PBS Nov. 1-3 from 9 p.m. to 11 p.m. each night.

The series highlights public health breakthroughs and interventions that have more than doubled life expectancy in developed countries within the past century. The series, filmed in more than 20 countries, also explores how the lack of access to basic health interventions leaves many impoverished countries plagued by preventable diseases. Actor Brad Pitt narrates the six-part, six-hour series, which was co-produced by WGBH/NOVA Science Unit and Vulcan Productions, Inc., in association with the Johns Hopkins Bloomberg School of Public Health.

“Tri-County Health Department is pleased to support this PBS series because we provide many of the public health interventions featured in the program,” said Executive Director Richard L. Vogt, M.D. “These services include disease control and prevention, immunizations, environmental health, nutrition services, family planning and prenatal care.

“The ‘Rx for Survival’ page on our website, [www.tchd.org](http://www.tchd.org), has links to local services that correspond to the global topics in the documentary,” Vogt added. “These include the ‘Fight the Bite’ West Nile virus website, the Immunize Colorado’s Kids Campaign and an interactive map of flu shot clinics throughout Colorado.”

Vogt said that Tri-County Health Department would help publicize the documentary to citizens through the news media, to its clients, and through correspondence with its extensive network of physicians, government officials, public information officers and key public health decision-makers across the state.

Two hour-long episodes will be shown each night, back to back, from 9 p.m. to 11 p.m. The episode titles, in order of airing, are “Disease Warriors,” “Rise of the Superbugs,” “Delivering the Goods,” “Deadly Messengers,” “Back to the Basics” and “How Safe Are We?”

In addition to the national TV series, the extended educational effort includes an informational PBS website, a special report in TIME magazine and coverage in TIME for Kids, a concurrent TIME Global Health Summit in New York City, coverage on National Public Radio (NPR), educational materials for high school science and social studies teachers, a newsroom guide for reporters and editors, and publication of a companion book by Penguin Press. DVDs and videotapes of the program will be available for sale in January 2006.

The producers have also created “Rx for Child Survival,” a global charitable partnership with UNICEF, CARE and Save the Children. It will provide five inexpensive yet crucial childhood health interventions to millions of children in developing countries including vaccinations, mosquito netting, vitamins, oral rehydration packets and antibiotics. The partnership will also promote preventive health care, breastfeeding and good nutrition.

### **About Tri-County Health Department**

The Tri-County Health Department is the largest local health department in Colorado, with 11 offices along the Front Range. The agency serves the 1,147,000 metropolitan Denver residents of Adams, Arapahoe and Douglas Counties. It provides disease control and prevention, immunizations, birth and death certificates, nutrition services, tobacco prevention, family planning and prenatal care, environmental health services, restaurant inspections and emergency preparedness. To learn more visit their website at [www.tchd.org](http://www.tchd.org).

### **About Rocky Mountain PBS**

Rocky Mountain PBS is committed to serving Colorado with high-quality national, regional and local programming and with lifelong learning services. Rocky Mountain PBS is renowned for its award-winning local, regional and national public affairs, documentary and performance productions. Rocky Mountain PBS is a digital technology leader, serving the Denver, Pueblo/Colorado Springs and Durango areas with a high-quality 24-hour digital signal. KRMA-DT provides award-winning, innovative local programming plus signature programs from the PBS national schedule. KTSC-DT provides a high-quality simulcast of the broadcast signal. KRMJ-TV serves Grand Junction and Western Slope viewers and is simulcast on KRMJ-DT in Grand Junction and KRMU-DT in Durango. Rocky Mountain PBS provides the full PBS schedule, educational services and more to viewers throughout Colorado. To learn more, visit Rocky Mountain PBS online at [rmpbs.org](http://rmpbs.org).