

News release

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Oregon Public Health protects communities from zombies *Zombie themed Public Health video PSA promoted for Halloween*

The Oregon Health Authority is tapping into the Halloween season to promote the work of state and local public health departments in keeping communities safe and healthy.

A tongue-in-cheek public service announcement showing how Oregon Public Health responds when zombies attack was the winning entry in the Northwest Health Foundations “Public Health Matters” video contest.

Anthony Hudson, a 24 year-old student at Portland’s Pacific Northwest College of Arts, won the top prize for his “Oregon Public Health & Zombies” video last month. In addition to a \$3,000 cash prize, Hudson’s win meant a private meeting with Oregon film director Gus Van Sant.

Hudson’s video was given top honors by a panel comprised of film, video, public health, and advertising professionals, including representatives from the Oregon Health Authority, a county public health department, and the Oregon Film Office.

“When done well, as in this case, humor is a great way to communicate,” said Bruce Goldberg, MD, director-designee of the Oregon Health Authority. “On everything from the H1N1 pandemic to safe water to unexpected zombie attacks, public health is on the job.”

The “Public Health Matters” Video Contest challenged aspiring filmmakers across the state to demonstrate how Oregonians’ benefit from state and local public health systems and infrastructure. The contest was hosted by Community Health Priorities, a project of the Northwest Health Foundation that focuses on engaging Oregonians on the topic of public health.

Second prize and \$2,000 were awarded to Desiree Robinson of Eugene for her video “Oregon Public Health & You.” Third prize and \$1,000 were awarded to Leigh Anne Jasheway, also from Eugene, for her video “Getting Sick Sucks.”

To view the winning videos and all the video contest submissions, visit <http://www.communityhealthpriorities.org/public-health-matters-video-contest-winners/>.

To download an MP4 of the video, go to www.keepvid.com. Then type in the url from You Tube, which is:
<http://www.youtube.com/watch?v=Zx1cVBy9eng>.

To learn more about Oregon Public Health, go to <http://www.oregon.gov/DHS/ph/index.shtml>.