

Supercourse Newsletter  
May 29, 2007

[www.pitt.edu/~super1/](http://www.pitt.edu/~super1/)  
[www.bibalex.org/SuperCourse/Index.htm](http://www.bibalex.org/SuperCourse/Index.htm)  
[www.bibalex.org/english/initiatives/SupercourseArchive.htm](http://www.bibalex.org/english/initiatives/SupercourseArchive.htm)

Dear Friends:

“Old Coot Epidemiologists and their eroding memories”

Today is my birthday, I am as Jan calls me “an old coot” as is Benson. As I age it is great to have friends world wide. Here is a wonderful poem that all of you over 40 might think about as you age. It is found on our favorite medium, these days “youtube”  
<http://www.youtube.com/watch?v=wrEPJh14mcU>

Forgetfulness (Billy Collins)

The name of the author is the first to go  
Followed obediently by the title, the plot,  
The heartbreaking conclusion, the entire novel  
Which suddenly becomes one you have never read,  
Never heard of,

---onward for several fabulous stanzas...the advantage of “forgetfulness”, is I can read John Last’s wonderful book on the Dictionary of epidemiology this year, and then in 2 years reread it...and it is brand new again! What a wonderful savings of money.

YouTube: It is getting very exciting about the global health youtube concept. We have received many suggestions, and this will work. It could transform how young people learning about global health. Eugene Shubnikov from Siberia is becoming the Elvis of Epidemiology. The lecture that we told you about, <http://youtube.com/watch?v=RArPSGrN8uY> has received an incredible 213 views in just 10 days. Please go see it. It is a wonderful start.

Global Supercourse YouTube: Tell the world about Global Health

There have been several other successful approaches to doing this. Last year prior to the US Supercourse, Doritos (American Junk food) head a contest where people submitted a 30 second commercial. They had over 1000 submitted, some were really, really weird, but many were really, really creative. The one that won is something weird and creative, but something that you will remember. The titled was called “Doritos, crash the Superbowl Contest” at <http://promotions.yahoo.com/doritos/>. What was wonderful about this, is that it worked very well, with a large number of participants, and with people becoming very aware of Doritos. Their incentive was \$100,000....which may be a little out of ranging given that is about 50 times our budget.

Here are the tentative rules, we would value comments

Topic: Supercourse Global Health  
Time: 30 second presentation  
Eligible: All students world wide  
Language: English, but can be simultaneously presented in other languages

Submission date: Oct. 31, 2007 (Halloween)

Judges: a) votes by viewers, b) scientific judges

Exclusion criteria: If a lecture is deemed religious, political or offensive to the senior reviewers, it will be ineligible

Review process 3 months to select top 4

Global weekly contest to decide winner

We decided to do only 30 seconds, it will be a global video bite. We do not know how this will work, but we want to test this for the first year to see its feasibility.

We would value your thoughts about the optimal approaches for running the Supercourse Global Health contest. Sadly we cannot give as a prize \$100,000. Do you think your students will join the contest?

Lecture of the week

The Supercourse library is very fortunate to receive a new lecture from Dr. Joseph Fraumeni titled "Genes and the Environment in Cancer Causation" available from [www.pitt.edu/~super1/lecture/lec29961/index.htm](http://www.pitt.edu/~super1/lecture/lec29961/index.htm) This lecture gives a wonderful overview of cancer causation theories and geographic variation in cancer prevalence by one of the world's leaders in Cancer research.. For those of you who enjoy history of medicine, it also gives a little background on the history of NIH. This is an important lecture destined to be one of the leading lectures in Cancer Epidemiology

Best regards from the Global Health YouTube capital of the world, Novosibirsk

Elvis Shubnikov, Ron, Mita, Faina, Francois, Ali, Nicholas, Rania, Arlene

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