

When Celebrity Culture and Science Clash

Timothy Caulfield

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Timothy Caulfield is a Canada Research Chair in Health Law and Policy, a Professor in the Faculty of Law and the School of Public Health, and Research Director of the Health Law Institute at the University of Alberta.

His interdisciplinary research on topics like stem cells, genetics, research ethics, the public representations of science and health policy issues has allowed him to publish over 350 academic articles. He has won numerous academic and writing awards and is a Fellow of the Royal Society of Canada, the Trudeau Foundation and the Canadian Academy of Health Sciences.

He contributes frequently for the popular press and is the author of two national bestsellers: *The Cure for Everything: Untangling the Twisted Messages about Health, Fitness and Happiness* (Penguin 2012) and *Is Gwyneth Paltrow Wrong About Everything?: When Celebrity Culture and Science Clash* (Penguin 2015). Caulfield also has a strong social media presence and is the host and co-producer of the documentary TV show, *A User's Guide to Cheating Death*.

Presentation Overview: Celebrities are everywhere! And this matters. Seriously. Research shows that popular culture has a profound influence people's health. In this fun and provocative presentation, Timothy Caulfield will examine what science tells us about the influence of popular culture and why this trend has become crucially important issue. He will also debunk common health myths and provide practical, evidence-based, recommendations for individuals seeking to live a healthy lifestyle. Finally, Caulfield will review what the emerging evidence tells us about how we can all take states to push back against pseudoscience.



