

# NIH Office of Dietary Supplements (ODS) 2021–2022 Seminar Series

## ***Immune-Boosting Noise: Supplements and Misinformation in Pop Culture***

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Alberta, Canada

**Wednesday, September 15, 2021 • 11 a.m. – 12 noon ET**

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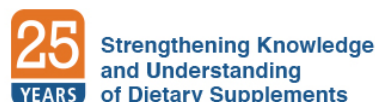


Timothy Caulfield is a Canada Research Chair in Health Law and Policy, a Professor in the Faculty of Law and the School of Public Health, and Research Director of the Health Law Institute at the University of Alberta. His interdisciplinary research on topics like stem cells, genetics, research ethics, and the public representations of science and public health policy has allowed him to publish more than 350 academic articles. He has won numerous academic, science communication, and writing awards and is a Fellow of the Royal Society of Canada and the Canadian Academy of Health Sciences. He contributes frequently to 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). His most recent book is *Relax, Dammit!: A User's Guide to the Age of Anxiety* (Penguin Random House, 2020) (U.S. Title: *Your Day, Your Way*). Caulfield is also the host and co-producer of the award-winning documentary TV show, *A User's Guide to Cheating Death*, which has been shown in more than 60 countries, including streaming on Netflix in North America.

### Recent Publications

1. Marcon AR, Turvey S, Caulfield T. 'Gut health' and the microbiome in the popular press: a content analysis. *BMJ Open*. 2021 Jul 29;11(7):e052446. doi: 10.1136/bmjopen-2021-052446. PMID: 34326057.
2. Snyder J, Zenone M, Caulfield T. Crowdfunding Campaigns and COVID-19 Misinformation. *Am J Public Health*. 2021 Apr;111(4):739-742. doi: 10.2105/AJPH.2020.306121. Epub 2021 Feb 18. PMID: 33600250; PMCID: PMC7958028.
3. Rachul C, Marcon AR, Collins B, Caulfield T. COVID-19 and 'immune boosting' on the internet: a content analysis of Google search results. *BMJ Open*. 2020 Oct 26;10(10):e040989. doi: 10.1136/bmjopen-2020-040989. PMID: 33109677; PMCID: PMC7592272.
4. Wagner DN, Marcon AR, Caulfield T. "Immune Boosting" in the time of COVID: selling immunity on Instagram. *Allergy Asthma Clin Immunol*. 2020 Sep 3;16:76. <https://doi.org/10.1186/s13223-020-00474-6>. doi: 10.1186/s13223-020-00474-6. PMID: 32905318 ;PMCID: PMC7468087
5. Caulfield, T. (2020, May 15). Social-media platforms' misinformation seawalls aren't high enough. [theglobeandmail.com. https://www.theglobeandmail.com/opinion/article-social-media-platforms-misinformation-seawalls-arent-high-enough/](https://www.theglobeandmail.com/opinion/article-social-media-platforms-misinformation-seawalls-arent-high-enough/)
6. Caulfield T, Clark MI, McCormack JP, Rachul C, Field CJ. Representations of the health value of vitamin D supplementation in newspapers: media content analysis. *BMJ Open*. 2014 Dec 31;4(12):e006395. doi: 10.1136/bmjopen-2014-006395. PMID: 25552612; PMCID: PMC4281532.



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