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Nota di contenuto	Public Health Advocacy and Tobacco Control: Making Smoking History; Contents; Preface; Acknowledgements; Part I Major Challenges for Tobacco Control This Century; Chapter 1 Death is Inevitable, So Why Bother With Tobacco Control? Ethical Issues and Tobacco Control; The ethics of tobacco control; The ethics of smokers ""knowingly"" harming themselves; ""Informed"" smokers: policy implications; What is a ""fully or adequately informed"" smoker?; The tobacco industry's current information inaction; Ethical implications of addiction in tobacco control; When smoking harms others Ethical aspects of the social costs of smoking Conclusions; Chapter 2 The Place of Advocacy in Tobacco Control i; Policy wish lists; Advocacy: the neglected sibling of public health; Unravelling gossamer with boxing gloves; Banning smoking in workplaces; Political insights into advocacy for smokefree bars; Chapter 3 The News on Smoking i; Impacts of the media; Framing; Criteria for newsworthiness; Making news on tobacco control; Chapter 4 Dead Customers are Unprofitable

Customers: Potential and Pitfalls in Harm Reduction and Product Regulation; Overview; Ways to engineer tobacco products
PREPs: potential reduced exposure products Who will use the new reduced-harm products?; Will smokeless tobacco transpose to cultures with no traditions of use?; High-delivery nicotine replacement therapy;
Combustible tobacco: enter the dragon; Ingredients; Summary and conclusions; Chapter 5 Accelerating Smoking Cessation and Prevention in Whole Communities; Why do people stop smoking?; How do most people stop smoking?; Preventing the uptake of smoking in children;
Chapter 6 The Denormalisation of Smoking; When policy moves beyond evidence: banning smoking outdoors
The "smoker-free" workplace: banning smokers from workplaces
Chapter 7 Vector Control: Controlling the Tobacco Industry and its Promotions; Promoting tobacco use after advertising bans; Should we control smoking in movies?; Corporate responsibility and the tobacco industry; Academic denormalisation; Chapter 8 Making Smoking History: How Low Can We Go?; Greatest reductions in national prevalence; How reliable are the data?; Projections for Australia; Subpopulations with high smoking rates; The future; Part II An A-Z of Tobacco Control Advocacy Strategy; Introduction
Ten basic questions for planning advocacy strategy iAN A-Z OF STRATEGY; Accuracy; Acronyms; Action alerts; Advertising in advocacy; Analogies, metaphors, similes and word pictures; Anniversaries; Be there! The first rule of advocacy; Bluff; Boycotts; Bureaucratic constraints; Celebrities; Columnists; Creative epidemiology; Criticising government; Demonstrations; Divide and rule; Doctors; Editorials; Elitism; Engaging communities; Fact sheets; Gate-crashing; Infiltration; Inside and outside the tent; Internet; Interview strategies iii; Jargon and ghetto language; Know your opposition
Learning from other campaigners

Sommario/riassunto

Simon Chapman is one of the world's leading advocates for tobacco control, having won the coveted Luther Terry and WHO medals. His experience straddles 30 years of activism, highly original research and analysis, having run advocacy training on every continent and editing the British Medical Journal's Tobacco Control research journal. In this often witty and personal book, he lays out a program for making smoking history. He eviscerates ineffective approaches, condemns overly enthusiastic policies which ignore important ethical principles, and provides a cookbook of strategy and tactics for de
