

1. Record Nr.	UNISA996344239303316
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Titolo	Gesteuerte Gesundheit : Grund und Grenzen verhaltenswissenschaftlich informierter Gesundheitsförderung und Krankheitsprävention
Pubbl/distr/stampa	Nomos Verlagsgesellschaft mbH & Co. KG, 2018
ISBN	3-8452-9325-X
Descrizione fisica	1 electronic resource (505 p.)
Collana	Studien aus dem Max-Planck-Institut für Sozialrecht und Sozialpolitik
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Public health policy can contribute significantly to the improvement of an individual's health. But how and by which means can this goal be achieved? Under the influence of behavioural economics, allegedly "mild" regulatory instruments such as incentives and nudges are increasingly being used to influence individual behaviour. However, the use of behavioural economics in public health regulation can threaten individual freedoms; the state should be required to justify such regulatory action. But is it the state's responsibility to improve the health of the individual? In order to answer this question, this dissertation examines the rationale behind public health policy, systemises the different regulatory instruments used to influence individual health behaviour, and reveals their potential to interfere with personal freedoms. Thereafter, it sheds light on the possible justifications for such state actions.