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Autore	Chapman Simon
Titolo	Public health advocacy and tobacco control [[electronic resource]] : making smoking history / / Simon Chapman
Pubbl/distr/stampa	Oxford ; ; Malden, MA, : Blackwell Pub., 2007
ISBN	1-281-30932-X 9786611309329 0-470-69247-2 0-470-69163-8
Descrizione fisica	1 online resource (346 p.)
Disciplina	362.29/66 362.296561
Soggetti	Tobacco use - Prevention Smoking - Prevention Health promotion Tobacco industry Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [291]-324) and index.
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 smokingConclusions; 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

2. Record Nr.	UNISA996383681403316
Autore	Glynne John, Sir, <1603-1666.>
Titolo	A speech, made in Parliament by Mr. Glyn. On Wednesday, the 5 of January, 1641 [[electronic resource]] : Concerning the breaches of the priviledges thereof, by breaking open the chambers truncks, and studies of the six worthy members of Parliament, upon their accusation of high treason by his Maiesty
Pubbl/distr/stampa	London, : Printed for B. W., 1641. [i.e. 1642]
Descrizione fisica	[2], 5, [1] p
Soggetti	Treason - England Speeches, addresses, etc., English History Sources. Great Britain History Charles I, 1625-1649 Sources England Great Britain
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Imperfect: Item at 259:E.200, no. 3 has cropped imprint. Reproductions of originals in Thomason Collection, British Library (259:E.200, no. 3) and the British Library (3151:10).
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