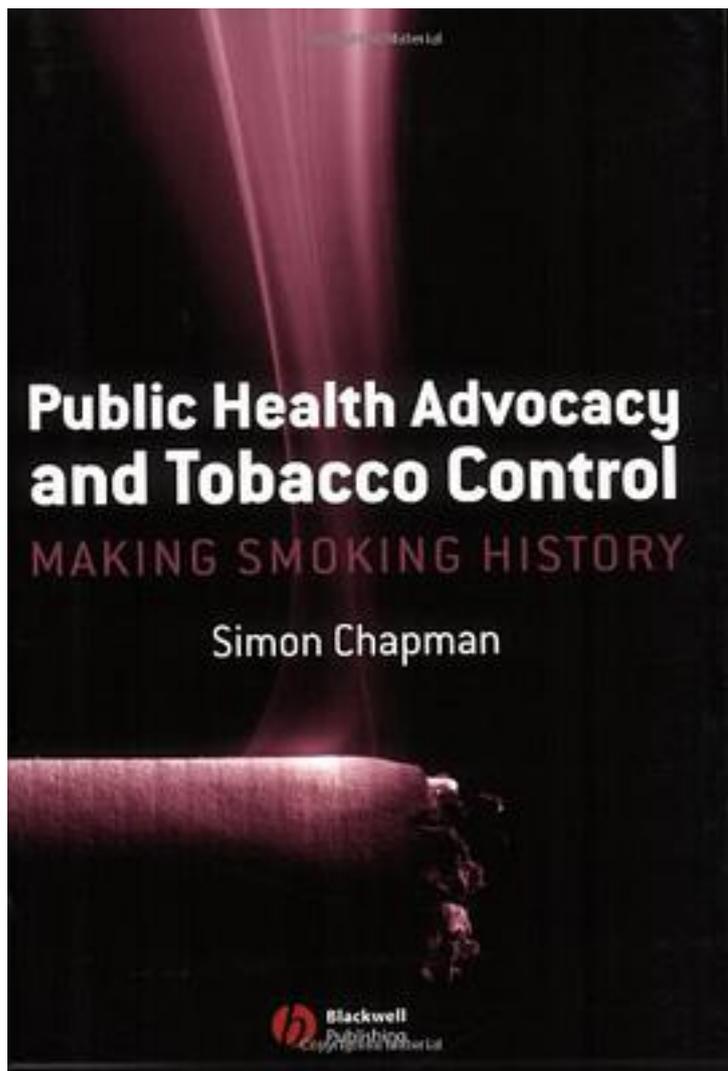


Public Health Advocacy and Tobacco Control



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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 denormalising smoking and the industry which promotes it. Public Health Advocacy and Tobacco Control is divided into two sections. The first contains chapters spanning such key topics as the place of advocacy in tobacco control, ethical issues, smoking cessation and prevention, harm reduction and product regulation and the denormalisation of smoking. The second section provides an invaluable A-Z of tobacco control advocacy strategy from Accuracy to Whistleblowers. 'I was fascinated, educated, and occasionally entertained by this broad and deep "manual" of how to do tobacco control in the 21st century.' Kenneth E. Warner Distinguished University Professor School of Public Health, University of Michigan 'Simon Chapman's analysis provides the road map of what needs to be done, how it needs to be done and that it needs to be done with a sense of urgency. It is a required reading for all those who want to make a difference in the lives of many, especially our children.' Jeffrey Wigand, MA, Ph.D., MAT, Sc.D. aka "The Insider" Related Titles Manual of Smoking Cessation By Andy McEwen, Peter Hajek, Hayden McRobbie and Robert West ISBN: 9781405133371 ISBN10: 1405133376

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标签

社会学

评论

值得中国控烟界、烟草业、政府和公众都来一读的真知灼见，没什么多余废话，摆数据、讲道理为主。可惜年代比较早了，这些年来，形势又发生了很大变化。

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书评

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