



The Rise (and fall?) of Health Promotion

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**World Health
Organization**

REGIONAL OFFICE FOR
Europe



**Organisation
mondiale de la Santé**

BUREAU RÉGIONAL DE L'
Europe



Weltgesundheitsorganisation

REGIONALBÜRO FÜR
Europa

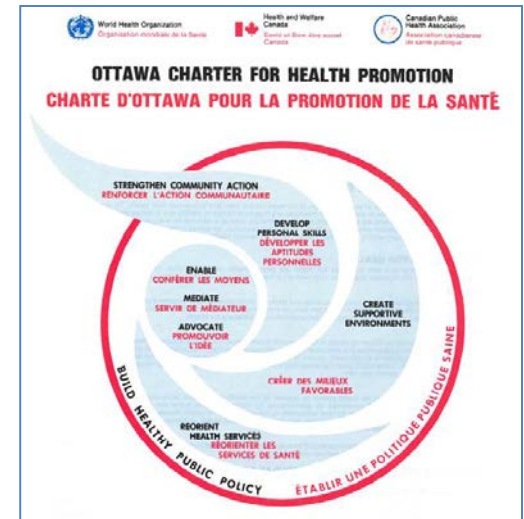


**Всемирная организация
здравоохранения**

Европейское региональное бюро

The Ottawa Charter

- Build Healthy Public **Policy**
- Create Supportive **Environments**
- Strengthen **Community Action**
- Develop **Personal Skills**
- Reorient **Health Services**





World Health
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The Rise (and Fall?) of Health Promotion

[Google Books: N-Gram Viewer](#)

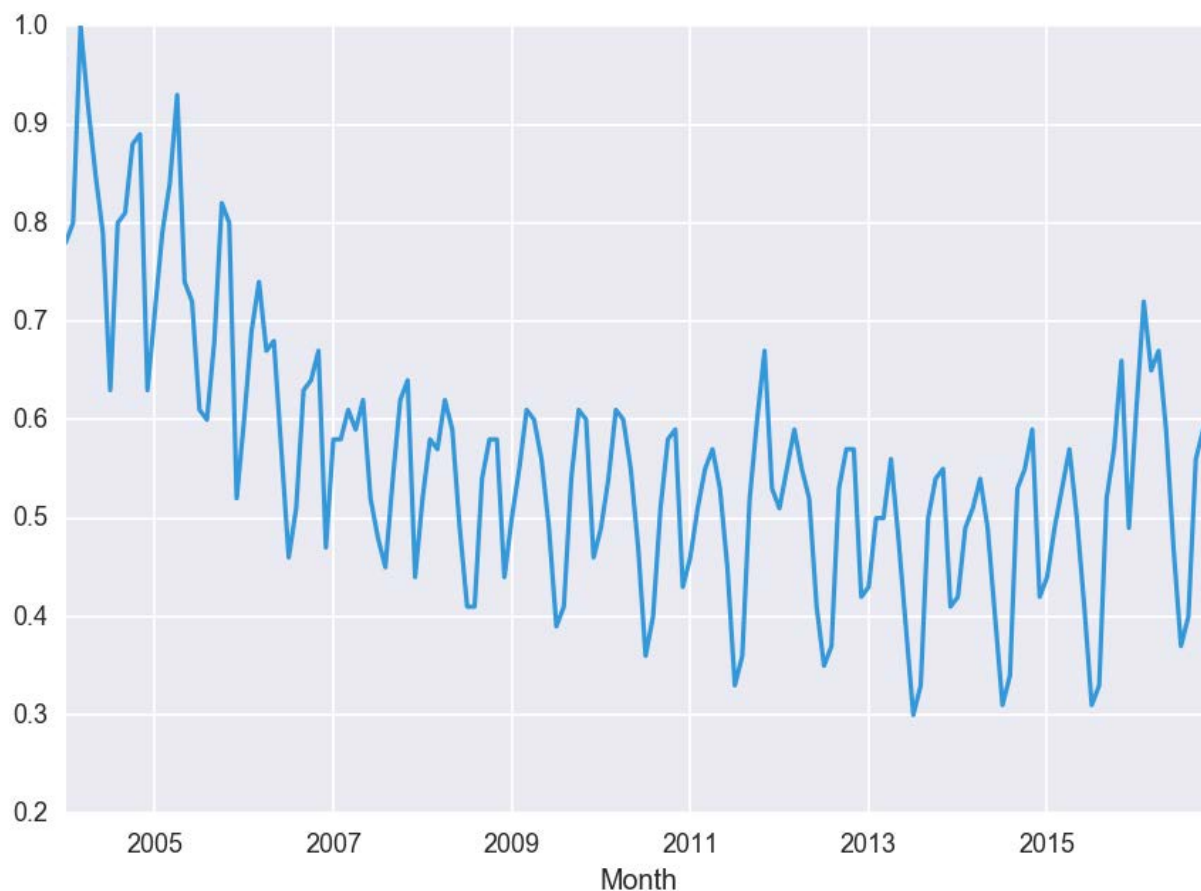


The “Competition”



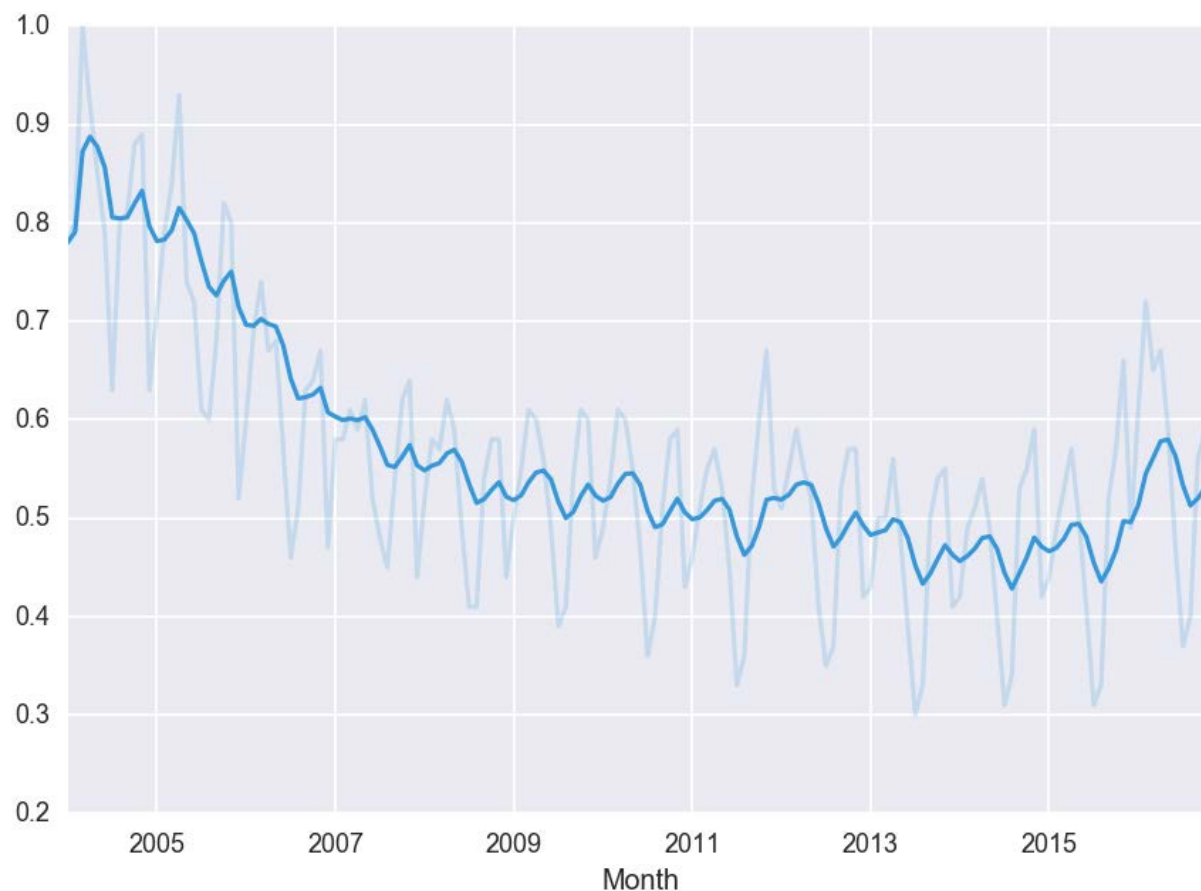
Relative Frequency of Google searches for “Health Promotion”

<http://trends.google.com>



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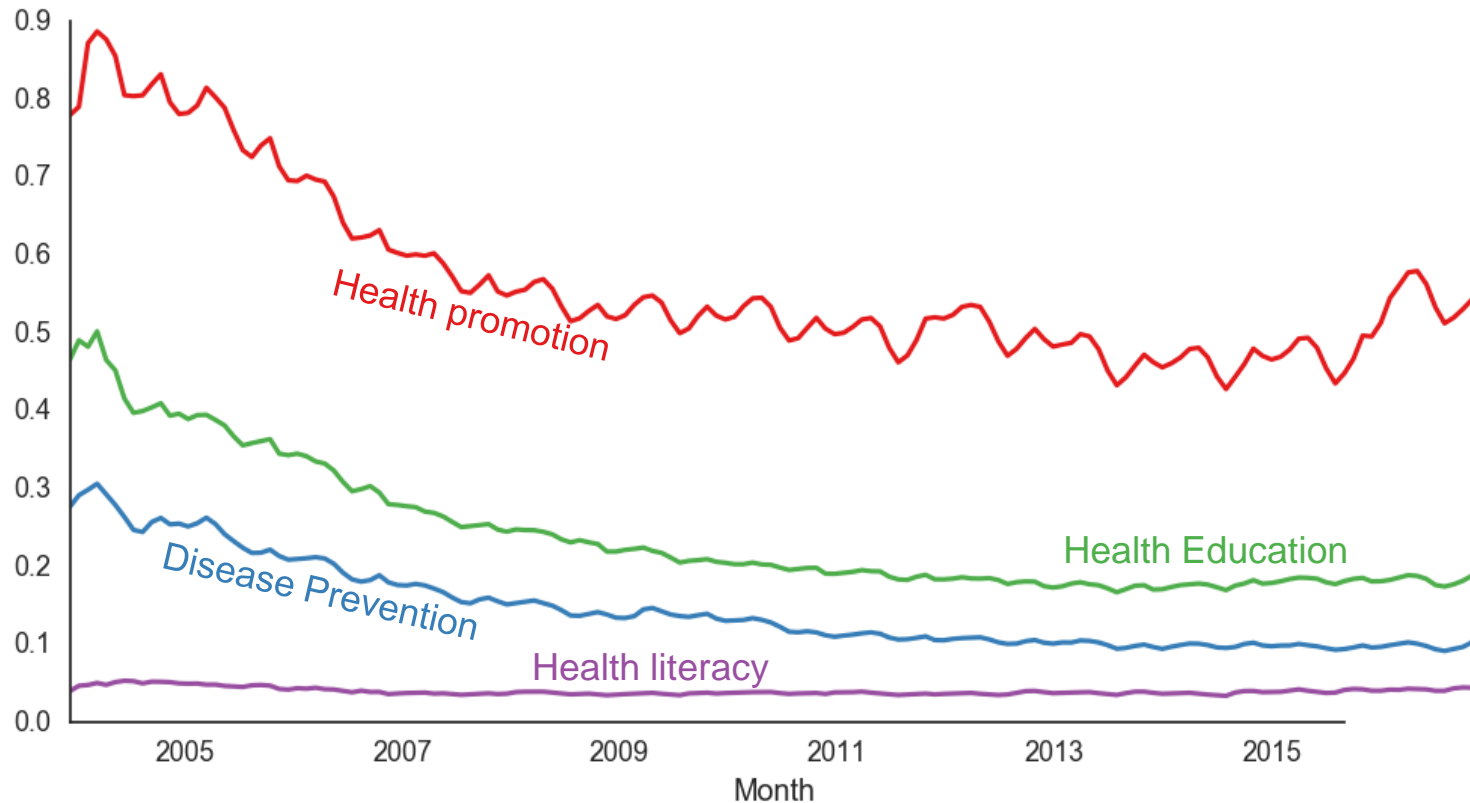
How to interpret these trends?

Artefact	Competition	Relevance
<p><i>Can</i> these datasets really tell us anything about the “importance” of health promotion?</p>	<p>Have other terms/disciplines emerged to steal attention away from health promotion?</p>	<p>Is health promotion passé? Is it past its fifteen minutes of fame?</p>

Artefact? A.I.D.S. suggests not



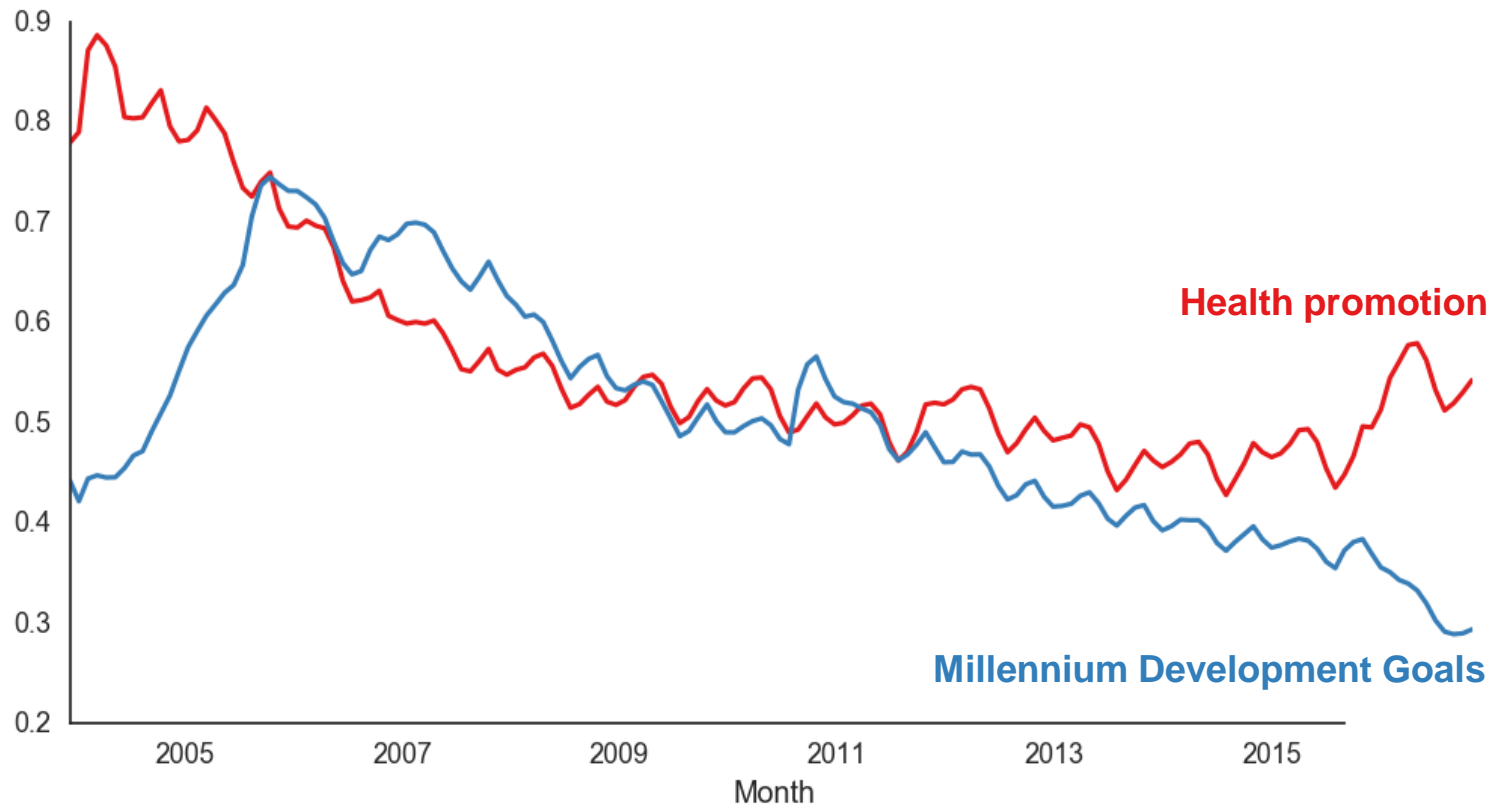
Artefact? Or fragmentation?



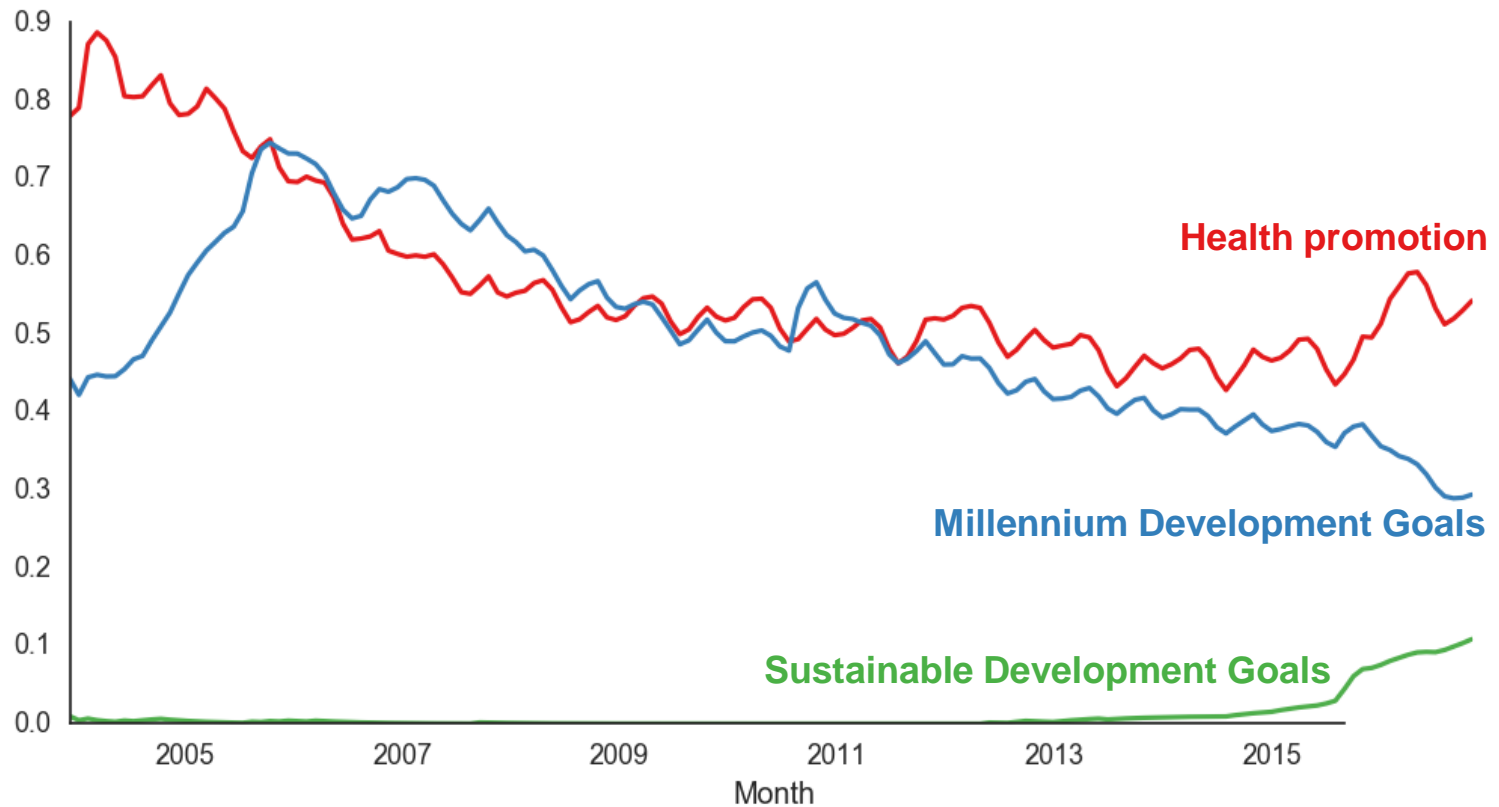
Competition? [1] N-Grams



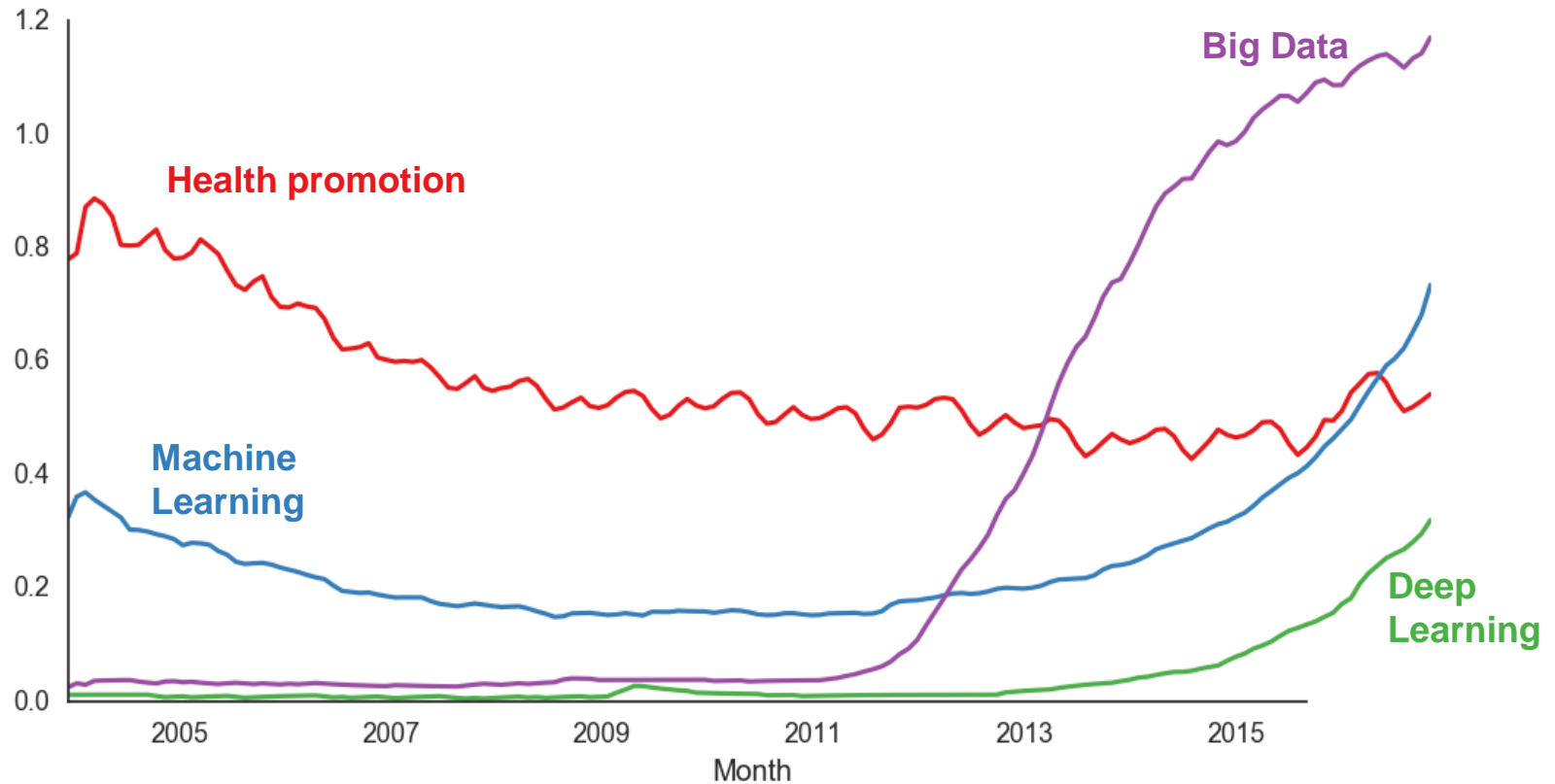
Competition? [2] Searches



Relevance? SDGs



Relevance? Technology



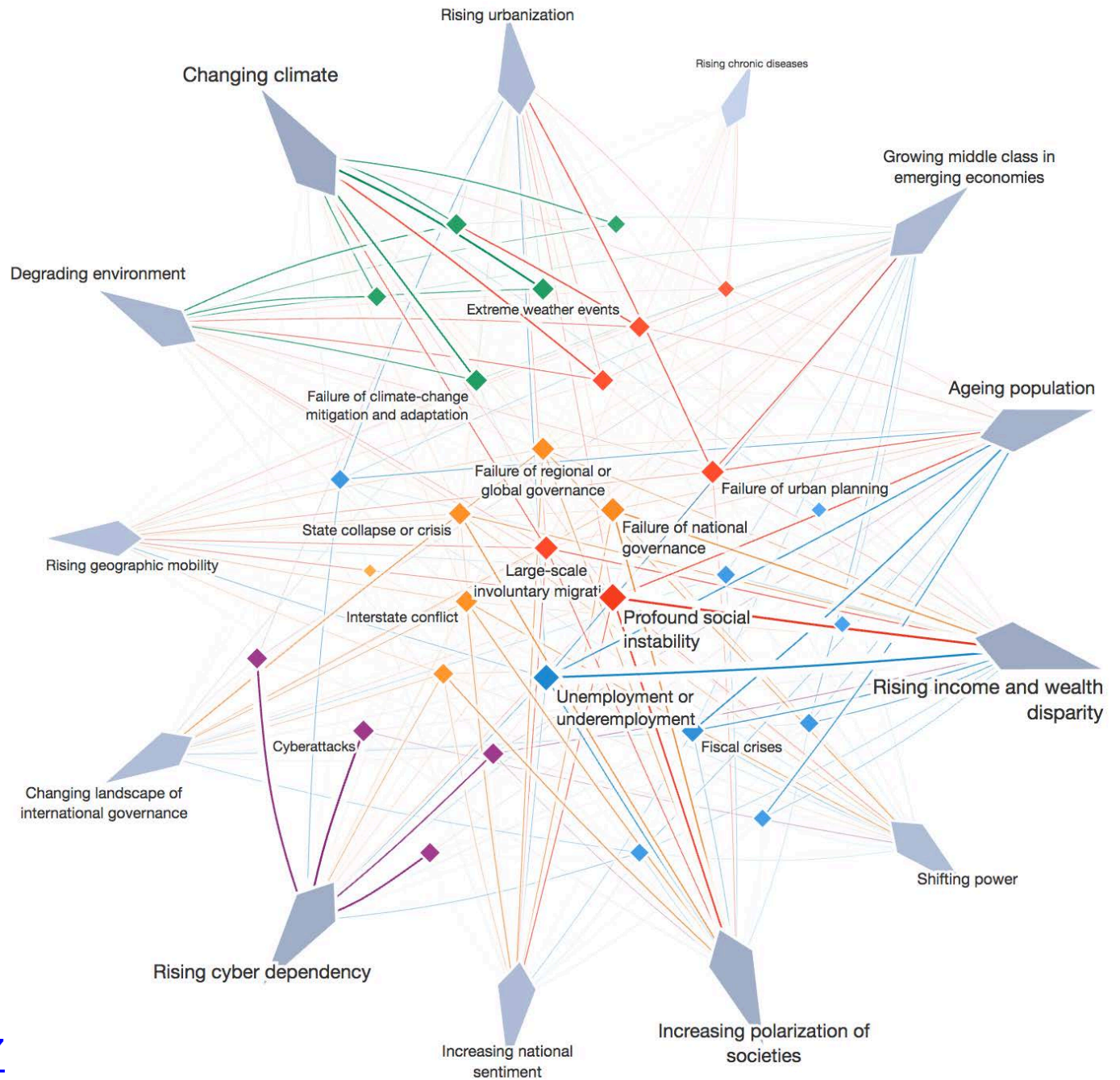
Relevance?

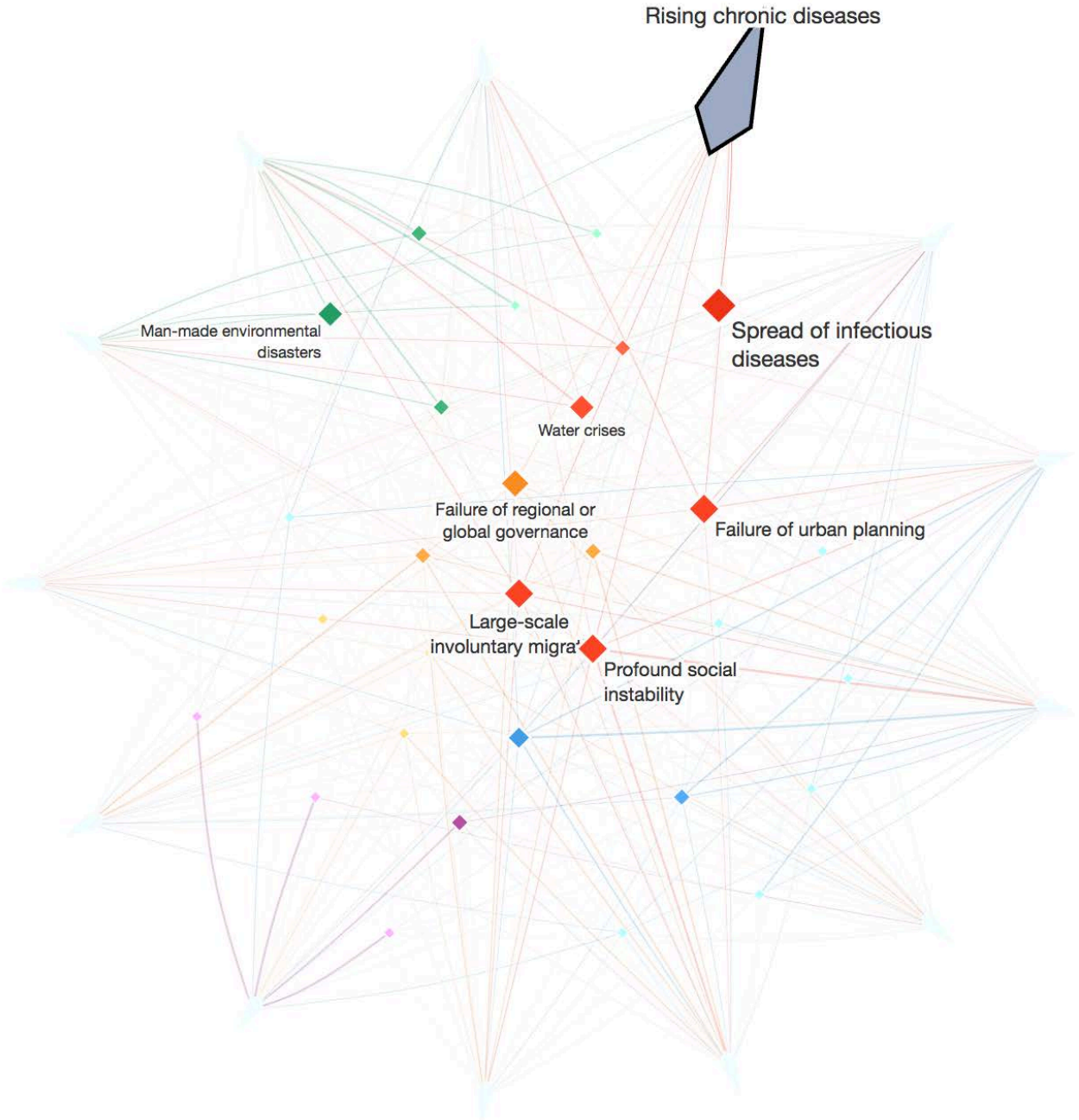
Some homework...

- “The Clash of Civilisations” versus “The End of History”
- “The World is Flat”
- “Capital in the 21st Century”
- “An Inconvenient Truth”
- “The Normal Heart”

Any next steps?

Artefact	Competition	Relevance







Naturalisations incontrôlées?

NON

à la naturalisation facilitée

DAMEZ CONTRE LA NATURALISATION FACILITEE

Geneva Palexpo

kiosk



IQOS

LE PLAISIR DU TABAC CHAUFFÉ

Dieses Tabakerzeugnis kann Ihre Gesundheit schädigen und macht abhängig.
Ce produit du tabac peut nuire à votre santé et créer une dépendance.
Questo prodotto del tabacco può nuocere alla tua salute e provoca dipendenza



FITNESS

Coca-Cola Funds Scientists Who Shift Blame for Obesity Away From Bad Diets

By ANAHAD O'CONNOR AUGUST 9, 2015 5:25 PM 1255 Comments



An image from a video by the Coca-Cola Foundation. In November 2012, the foundation announced a \$3 million grant to Chicago's Garfield Park Conservatory Alliance. The grant was intended to establish a wellness program.

http://well.blogs.nytimes.com/2015/08/09/coca-cola-funds-scientists-who-shift-blame-for-obesity-away-from-bad-diets/?_r=0

HEALTH NEWS | Tue May 5, 2015 | 5:38pm EDT

WHO projections warn of burgeoning obesity crisis in Europe



File photo of a passenger Heathrow airport's terminal four in London August 12, 2006. REUTERS/Toby Melville



Europe will face an obesity crisis of vast proportions by 2030, according to new World Health Organization projections, with many countries likely to see far more than half of adults above the healthy weight limit.

The figures, which predict 89 percent of Irish men and 77 percent of Greek men will be overweight by 2030, present "a worrying picture of rising obesity across Europe", researchers said, with very few countries showing decreasing trends.

<http://www.reuters.com/article/us-health-europe-obesity-idUSKBN0NQ2C520150505>



WHO Regional Office for Europe NUTRIENT PROFILE MODEL



Using price policies to promote healthier diets





Tackling food marketing to children in a digital world: trans-disciplinary perspectives

Children's rights, evidence of impact, methodological challenges,
regulatory options and policy implications for the WHO European Region





Plain Tobacco Packaging: A Systematic Review




Crawford Moodie^{a,d}, Martine Stead^{a,d}, Linda Bauld^{a,d}, Ann McNeill^d,
 Kathryn Angus^{a,d}, Kate Hinds^b, Irene Kwan^c,
 James Thomas^a, Gerard Hastings^{a,d}, Alison O'Mara-Eves^b

a: Institute for Social Marketing & CRUK Centre for Tobacco Control Research,
 Stirling Management School, University of Stirling



b: EPPi Centre, Institute of Education, University of London

c: Division of Epidemiology & Public Health, University of Nottingham

d: UK Centre for Tobacco Control Studies

**Post-Implementation Review
 Tobacco Plain Packaging
 2016**

Neutral Citation Number: [2016] EWHC 1169 (Admin)

Case No: CO/2322/2015, CO/2323/2015, CO/2352/2015, CO/2601/2015 & CO/2706/2015

IN THE HIGH COURT OF JUSTICE
 QUEEN'S BENCH DIVISION
 ADMINISTRATIVE COURT

Royal Courts of Justice
 Strand, London, WC2A 2LL
 Date: 19/05/2016

Before :
MR JUSTICE GREEN

Between :
 THE QUEEN
 On the application of
 (1) BRITISH AMERICAN TOBACCO (UK) LIMITED
 (2) BRITISH AMERICAN TOBACCO (BRANDS) INC.
 (3) BRITISH AMERICAN TOBACCO (INVESTMENTS) LIMITED
 - and -
 SECRETARY OF STATE FOR HEALTH

And Between :
 THE QUEEN
 On the application of
 (1) PHILIP MORRIS BRANDS SARL
 (2) PHILIP MORRIS PRODUCTS SA
 (3) PHILIP MORRIS LIMITED
 - and -
 SECRETARY OF STATE FOR HEALTH

And Between :
 THE QUEEN
 On the application of
 (1) JT INTERNATIONAL SA
 (2) GALLAHER LIMITED

First Claimants
Defendant

Second Claimants
Defendant

Third Claimants

[The Stirling Review](#)
 (UK)

[Post-Implementation Review](#)
 (Australia)

[High Court of Justice Judgment](#)
 (UK)

Русский

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Tobacco Control Playbook

While the tobacco industry and its allies have always opposed tobacco control measures, their strategies have now become more determined, focussed, misleading, aggressive and sophisticated.

<https://tobaccoplaybook.net/>

September 13th, 2016

1 Comprehensive smokefree legislation is essential in protecting the health of others

SECOND-HAND_SMOKE | HEALTH_EFFECTS | SMOKEFREE_LEGISLATION | EXPOSURE
INDOOR_PUBLIC_PLACES | ENFORCEMENT

September 13th, 2016

2 Large pictorial pack warnings and plain packaging work

TOBACCO_PRODUCTS | PRODUCT_PACKAGING | TOBACCO_INDUSTRY | WARNINGS | PLAIN_PACKAGING

September 13th, 2016

3 Smokefree legislation does not harm the hospitality industry

SMOKEFREE_POLICY | PUBLIC_PLACES | HOSPITALITY_INDUSTRY | SECOND-HAND_SMOKE | EXPOSURE

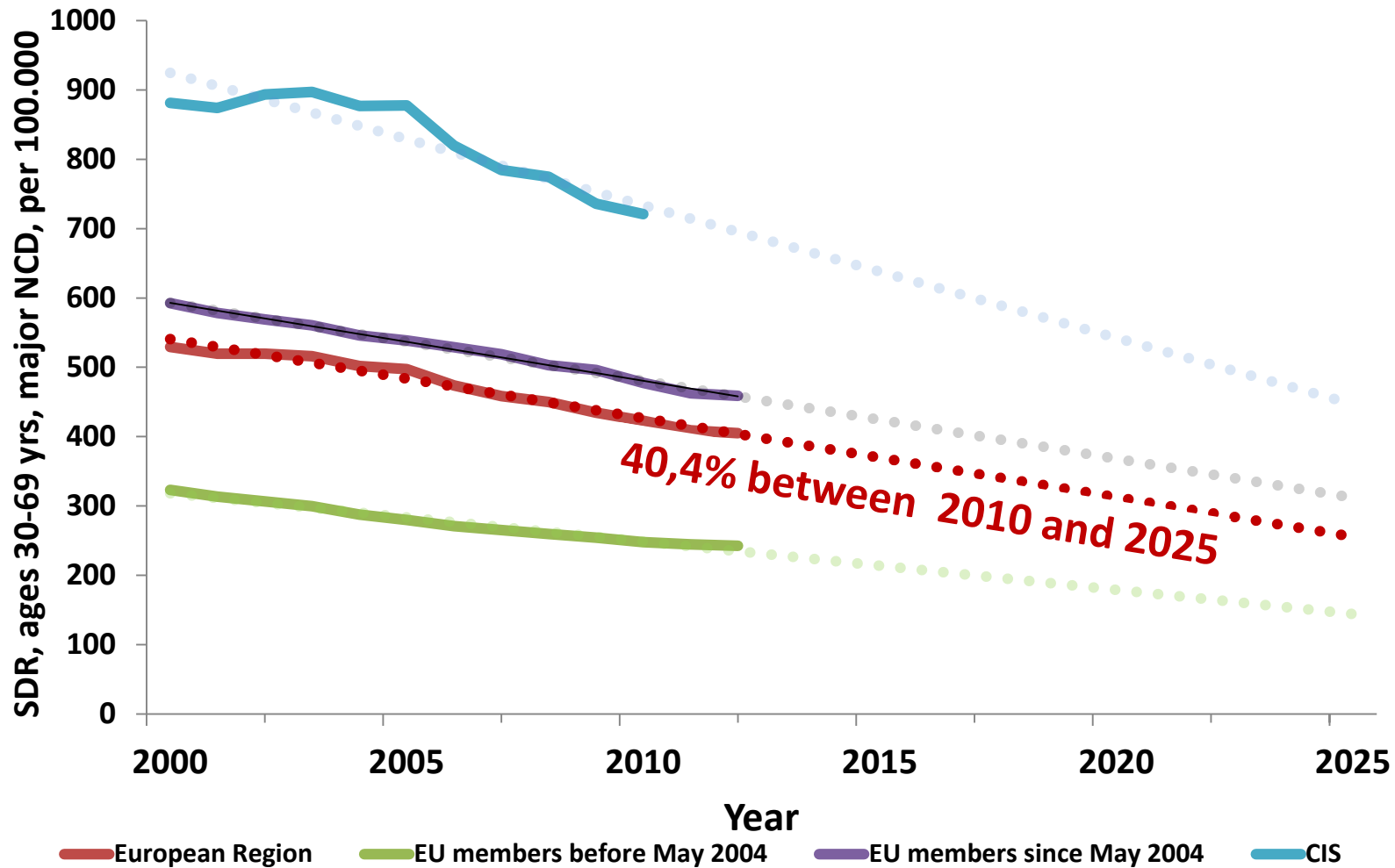
September 13th, 2016

4 Tobacco marketing is targeted at children and young people

TOBACCO_MARKETING | CHILDREN | YOUNG_PEOPLE | TOBACCO_ADVERTISING | PROMOTION
SPONSORSHIP

<https://tobaccoplaybook.net/>

Regional trends in premature NCD mortality are promising



Thank You

