Public health posters: past and present

Remember the iceberg? It was one of the most striking images of AIDS prevention campaigns in the 1980s. Throughout the 20th century, posters have been powerful tools in health education around the world, at the same time creating their own vibrant history that involve a mixture of medicine, marketing and media.

Today's presentation contains some of the most memorable posters and is drawn from the books and collections of William H. Helfand, former pharmaceutical executive, author, enthusiast and recipient of the Lifetime Achievement Award of the American Association of the History of Medicine.

It also links with a WHO book in progress, Getting the message across – public health campaigns: 1948-2008 aimed for publication in WHO's 60th anniversary year.

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See website: http://www.who.int/global_health(histories)/
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Selection of posters from the books and collections of William H. Helfand, and other sources, reflecting his presentation
A pharmacy in England in 1825
Effects of alcohol: a man, a woman and their son looking at a drunken man who has fallen down in the street outside a bar. (Switzerland)
Sanatorium for Syphilis patients in Barcelona, 1895
Ayer's Sarsaparilla tonic 1895 (USA)
Advertising for bandages and dressings (Germany) 1902
Advertising for a first-aid kit (Germany) 1910
Alcoholism as a monstrous boa constrictor which crushes a man, his wife and children Hungary around 1920
Diphtheria campaign Chicago Department of Health between 1936 and 1941
Tuberculosis campaign (USA?) 1941
Malaria: a construction worker receiving medical attention year 1953 (USSR)
Healthy eating campaign, Czechoslovakia 1959
1961
Anti-smoking campaign United States of America 1968
Road safety campaign "Observe traffic regulations, safeguard public order". China 1987
"If you don't want it to be like this - then use your right to solve the problem". Committee for Health and Safety of Workers (Thailand) 1999
HALTE À LA POLLUTION!
FUMEURS, RESPECTEZ LA SANTÉ DES NON-FUMEURS.

LE TABAC NUIT GRAVEMENT À TOUTES LES SANTÉS
MINISTÈRE DE LA SANTÉ / DIRECTION DE LA SANTÉ / LUXEMBOURG