Smoking; from the national to the international

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Outline of the paper

• 1. Smoking and the redefinition of public health in the UK in the 1950s and 60s
• 2. Widening the compass: international networks, 1950s-80s and after
• 3. The global movement and the Framework Convention
• 4. International control of other substances
1. Smoking and the redefinition of public health in the UK

- Doll/Hill and significance

- Epidemiology, relative risk and the reorientation of social medicine
Redefining public health: early networks

- The role of the CMO
- Networks outside-epidemiology, clinical medicine
- First RCP report

RCP report 1962
Policy initiatives

- 1960s/70s: harm reduction
- 1970s: the rise of activism-ASH
- 1980s: environment and individual. Passive smoking and the rupture with industry
- 1990s addiction and a medicalised public health

Saatchi and Saatchi ad 1970s
2. Widening the compass: international networks 1950s-80s

- Early internationalism; US/UK
- World conferences: role of Godber
- Reorientation of older organisations IUATLD
- Personalities and movement
- Cross national examples - Australia

George Godber
Widening the compass: 1980s and 1990s

- New international networks-IATH
- Role of Europe
- WHO starts to get involved-Mahler -but the process stalls
- Personalities and research networks: health economics

Halfdan Mahler
3. The Global movement and the Framework Convention

- Pressure from without: US and the role of law
- World conferences and networks: a head of steam from outside
- The role of Bruntland at WHO

Gro Harlem Bruntland
The global movement and the framework convention (2)

- Networks in the UN system and the World Bank
- European and non European regions
- NGO coalitions
- The role of industry
- Tobacco archives
- Networks since the FCTC

*Tobacco archives Guildford*
4. Control of other substances: drugs

- International moral networks
- Trade interests and US pressure
- Role of the pharmaceutical industry
- Personality
- Impact of war-a universal system under the League of Nations
- Recent revised role of NGOs
Control of other substances: alcohol

- Late nineteenth century: regional control
- Now-WHO strategy; Euro action plan
- Tobacco as a model for other substances
Conclusions

• Role of key personalities
• Role of networks-moral entrepreneurs
• Science-from epidemiology to health economics
• Pan country spread; regional networks, pressure from without
• Role of international organisations
• Path and time dependency