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.

Contact: Thomson Prentice, Global Health Histories
+41 22 791 4224 (prenticet@who.int)

See website: http://www.who.int/global_health.histories/