

Contents

Citation Information	vii
Notes on Contributors	ix
Preface: Media, Evidence and Debate	xi
Judith Green	
Introduction – The media and public health: where next for critical analysis?	1
<i>Lesley Henderson and Shona Hilton</i>	
1 How the food, beverage and alcohol industries presented the Public Health Responsibility Deal in UK print and online media reports	5
<i>Nick Douglas, Cecile Knai, Mark Petticrew, Elizabeth Eastmure, Mary Alison Durand and Nicholas Mays</i>	
2 Public engagement and the role of the media in post-marketing drug safety: the case of Eltroxin® (levothyroxine) in New Zealand	17
<i>Kevin Dew, John Gardner, Elaine H. Morrato, Pauline Norris, Kerry Chamberlain, Darrin Hodgetts and Jonathan Gabe</i>	
3 How alcohol marketing engages users with alcohol brand content on Facebook: an Indian and Australian perspective	31
<i>Himanshu Gupta, Simone Pettigrew, Tina Lam and Robert J. Tait</i>	
4 'To drink or not to drink': media framing of evidence and debate about alcohol consumption in pregnancy	45
<i>Kerry McCallum and Kate Holland</i>	
5 Working up a lather: the rise (and fall?) of hand hygiene in Canadian newspapers, 1986–2015	57
<i>Emma Whelan</i>	
6 Diet, exercise...and drugs: social constructions of healthy lifestyles in weight-related prescription drug advertisements	73
<i>Crystal Adams and Brittany M. Harder</i>	

7	'I cannot explain it. I knew it was wrong': a public account of cigarette smoking in pregnancy <i>Katherine Hodgetts and Shona Helen Crabb</i>	84
8	Perception and translation of numbers: the case of a health campaign in Denmark <i>Dorthe Brogård Kristensen, Charlotte Bredahl Jacobsen and Signe Pihl-Thingvad</i>	94
9	Newspaper coverage of childhood immunisation in Australia: a lens into conflicts within public health <i>Niamh Stephenson, Shefali Chaukra, Ilan Katz and Anita Heywood</i>	106
10	Is social isolation a public health issue? A media analysis in Aotearoa/New Zealand <i>Mary Breheny and Christina Severinsen</i>	118
	Index	128