

# LECTURE NOTES

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## WEEK 1: INTRODUCTION TO WELLBEING

### How does the World Health Organisation (WHO) define health?

Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity.

### How was wellbeing measured historically?

Historically, wellbeing was measured on economic indicators such as housing and work.

### What are two domains of health and wellbeing that are difficult to measure?

Psychological and emotional domains of health and wellbeing are difficult to measure.

### List four institutions that promote wellbeing.

- Education
- Family
- Health
- Juvenile justice

### List two distinguishing constructs that have emerged from health and wellbeing.

- Morbidity and ill health outcomes
- Relational and subjective understandings of peoples own definitions of their health and wellbeing.

### How does a constructivist viewpoint frame wellbeing?

Constructivist framework is an internal model/ point of view that is subjective, eudemonic, includes emotions, relationships, individual and personal and deals with life satisfaction.

### How does a Positivist viewpoint frame wellbeing?

Positivist framework is from a scientific point of view that is interested in objective, hedonic, economic, social/societal measured outcomes.

### People with a BMI of \_\_\_\_\_ are overweight and people with a BMI greater than \_\_\_\_\_ are obese.

People with a BMI of 25 to 29.9 are overweight and people with a BMI greater than 30 are obese.

### List 7 components of the obesity socio-ecological model of health behaviours.

- Individual psychology
- individual activity
- activity environment
- Food production
- Food consumption
- Social influences
- Biology

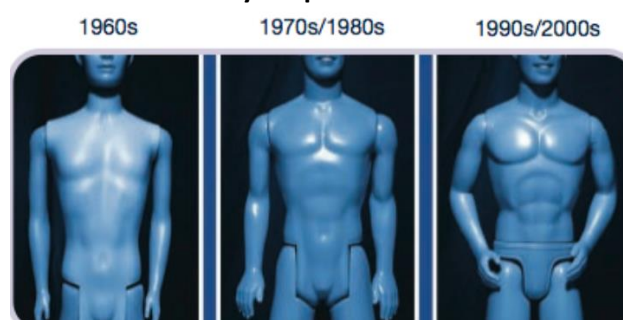
### What is body image?

Body image is a product of his or her personal experiences, personality, and various social and cultural forces. Body image is not solely weight related but includes perceived attractiveness, inside and out, and the interpretation of our self how we think and feel about ourselves and how others see you. Body image is also a sense of self related to self-esteem self-confidence, physical capabilities and personal worth.

### What is identity and body image?

Identity and body image is closely associated with our inner self and our outward more public self. One can have an identity crisis. Thoughts including "Can I control my body? If I can't..." leads to fear of undesirable image. An eating disorder may result from an identity crisis as what the person eats is the only thing they feel they can control. People are afraid of the effects of aging on body image. Identity and body image occurs in the developmental stages as it has been found many younger children cannot discriminate between reality and fiction.

### How has Ken's body shape evolved from 1960's to 2000s?



### **What is country?**

Country is a place that gives and receives life. Not just imagined or represented, it is lived and lived with. Country (known as 'Boodjar' in Nyungar) is an entity with its own consciousness, it nurtures and provides a sense of belonging. Therefore, country is central to wellbeing. It is also, for many (not all) Indigenous people, the cornerstone of their identity.

### **Why is country not the cornerstone of identity for all Indigenous people?**

Colonization. The process of colonization interrupts Indigenous relationships to country. Dispossession, loss of languages, assimilation policies, forcible removal etc. made continuing that connection to country a difficult task. For many, this had serious implications for individual identity and, as a consequence, Indigenous wellbeing. It's important to remember that colonization isn't just an event- it's an ongoing process. Indigenous political resistance to colonization emerged in the 1970s. This movement, the land rights movement, was one unified and mobilised around the importance of land. The 1972 Tent Embassy is most indicative of this. Importantly, the setting up of the embassy coincided with the emergence of a collective pan-Indigenous identity.

### **Where does the word Aboriginal come from?**

Aboriginal isn't an aboriginal word; it comes from latin origins meaning *from the place* therefore even the name Aboriginal is a process of colonization.

### **What is the environment?**

Environment means living things, their physical, biological and social surroundings, and interactions between all of these; the social surroundings of man are his aesthetic, cultural, economic and social surroundings to the extent that those surroundings directly affect or are affected by his physical or biological surroundings.

## **REQUIRED READINGS NOTES**

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### **SIEGEL M. (1998). MASS MEDIA ANTISMOKING CAMPAIGNS: A POWERFUL TOOL FOR HEALTH PROMOTION**

History, Current Status, and Effectiveness:

- The use of advertising to counter tobacco use dates back to 1967 which required broadcasters to air one antismoking message for every three cigarette commercials.
- In 1970, the tobacco industry agreed to congressional legislation to ban tobacco advertising on television and radio.
- Antismoking advertisements were found to have had an effect that was nearly six times that of cigarette advertising.
- Community- and school-based interventions can reduce the initiation of smoking in adolescents.
- In 1988, California, followed by other states, increased the state cigarette tax by 25 cents and allocated 20% of the revenue to establish a comprehensive, statewide tobacco education and prevention program that included an anti-tobacco media campaign. This provided millions of dollars per state to antismoking campaigns.
- Surveys found that as a result of antismoking campaigns, youth were more likely to agree that smoking is an addiction, that tobacco companies lie to kids, that smoking inhibits athletic performance and that smoking causes permanent wrinkles.

Problems with Implementation:

- A few Californian government leaders suspended, attempted to divert and attempted to antismoking campaign funding for other purposes to support the tobacco industry. These actions and attempts had to be fought against by public health advocates such as the American Lung Association to maintain the existence and integrity of the media campaign.

Factors that Influence Effectiveness:

- Not all anti-tobacco advertising is effective.
- Ineffective campaigns:
  - o Campaigns based on the short-term or long-term health effects of smoking are less effective.
  - o Campaigns that exclusively encourage youth not to smoke are likely to be ineffective because the message "kids shouldn't smoke" actually reinforces the tobacco industry's marketing of the cigarette as "one of the new initiations into the adult world".
  - o Focusing on tobacco use as a problem only among youth distracts from changing broader societal norms regarding tobacco use.

- “A common mistake in campaign design has been to assume that portraying a behaviour as bad or unhealthy will cause children to reject it.” –Austin (1995)
- Behaviours that are restricted for adolescents but not adults can be a symbol of adult status
- Effective campaigns:
  - The most effective counter-advertisements are those that “challenge the legitimacy and credibility of the industry marketing the product. These are counter-ads, because they represent a clear transfer from the personal to the policy environment and focus on the corporate entity or public policy as a major player in that environment.” – Dorfman and Wallack (1993)
    - This can be achieved by exposing the way they manipulate, deceive, seduce, and addict children and adolescents and highlight the way the industry maintains adult smokers as life-long drug addicts to make profits.
  - To be effective, public campaigns must provide consistent messages from a variety of sources and over a long period of time.
- Mixed messages from parents, communities, and health officials may lead adolescents to be skeptical of adult advice.
- Adolescents are more likely to imitate observed behaviour than to do what they are told.
- Florida’s Medicaid suit against the tobacco industry, the tobacco industry agreed to provide \$200 million for an anti-tobacco campaign but specifically forbade advertisements attacking the industry (as they knew this would result in a program that would have little impact).

Conclusion:

- Mass media antismoking campaigns should:
  - Provide consistent messages from many sources, repeatedly and over a long period.
  - Portray tobacco as a product that is deadly for everyone, not as a drug whose use is inappropriate only for young persons.
  - Work in concert with other interventions to promote social policies that aim to change societal norms regarding tobacco.
- Counter-advertising campaigns need to have a consistent source of funding that is not subjected to legislative diversion or political forces.
- Some states have effectively used their mass media campaigns to support smoke-free bar and restaurant laws.

