

27 Feb-  
01 Mar  
2019

# Tele(visualising) Health: Television, Public Health, its Enthusiasts and its Publics



Image: Rodrey (1950) National Tuberculosis Association, USA

## Dickens Library, Mary Ward House

5-7 Tavistock Place, London UK WC1H 9SN

Wednesday 27 Feb 10:00-5:00, Thursday 28 Feb 10:00-5:00, Friday 1 Mar 10:00-1:00

From early on, public health professionals were enthusiastic about how television and mass advertising could reach out with new messages about lifestyle and risk; it symbolised the post war optimism about new directions in public health. But it could also act as a contributory factor to those new public health problems. We look to examine the relationship between TV and public health in the 20<sup>th</sup> century.

### Keynote speakers:

**Jeremy A. Greene** (Johns Hopkins University)

**Christina von Hodenberg** (QMUL)

**Elizabeth Toon** (University of Manchester)

*The conference is organized by the ERC funded research group *The healthy self as body capital: individuals, market-based societies and body politics in visual twentieth century Europe* (BodyCapital – [bodycapital.unistra.fr](http://bodycapital.unistra.fr)) and the Centre for History in Public Health London School of Hygiene and Tropical Medicine (LSHTM).*

**For more information and to register:** <https://tinyurl.com/yb2ctqju>

**Contact:** [bodycapital.contact@gmail.com](mailto:bodycapital.contact@gmail.com)