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2010

Magistral Course

DISEASE-MONGERING AND PUBLIC HEALTH

Ray Moynihan

Escuela de Salud Pública, Mahón
20-24 of September 2010

Transportista oficial

IBERIA

Código: 60hi Tarifa: A

Co-organized by



Sponsor



Disease-mongering and public health

Director

Ray Moynihan

Journalist and Researcher

20-24 of September 2010

Monday 20

09:30 h. Introduction to the concept of disease-mongering and its main forms: making risk factors into diseases; making mild problems into serious disease; creating whole new diseases

Case study one: making a risk factor into a disease, could focus on osteoporosis/osteopenia

Case study two: making mild problems into serious disease, could focus on attention deficit/hyperactivity disorder

Tuesday 21

09:30 h. Case study three: creating a whole new disease, could focus on “female sexual dysfunction” and its sub-disorders including “Hypoactive Sexual Desire Disorder”

Wednesday 22

09:30 h. Students will create their own example of disease-mongering. They will collectively design a multi-layered promotional campaign to extend the boundaries of illness in order to sell treatments

Thursday 23

09:30 h. The consequences of disease-mongering. This day will look at the many impacts of disease-mongering, on both individual and population health, and health budgets. Students may lead some learning activities. This will include a special presentation relating to work in Spain, involving Professor Carlos Álvarez, Preventive Medicine and Public Health Expert, Universidad de Alicante

Friday 24

09:30 h. Policy-responses to disease-mongering. This day will examine potential policy-responses to the problem, from within the domains of the academy, the professions, media, government, and civil society

The course will aim to deepen students' understanding of the public health problem of disease-mongering: the process of widening the boundaries of illness in order to expand markets for treatments.

It will examine the different forms of disease-mongering, by using several case studies involving high-profile medical conditions. It will also employ humour, and students will create and promote their own new disease. Finally it will analyze the public-health implications of disease-mongering and possible policy-responses to the problem, from a range of perspectives.

The course will also look at the evidence about the financial relationships between health professionals and the pharmaceutical industry which are central to this problem, and reveal how those relationships are being renegotiated worldwide.

Students would include health professionals from the academic, clinical and policy sector, influential journalists reporting on healthcare, and representatives from consumer advocacy groups engaged with public health.

The course will combine elements of didactic lecturing, with interactive group-based learning as well. The didactic element will be largely delivered by Ray Moynihan, though may include other guest lecturers. Course-materials will include written articles and brief video material, in English and Spanish.

About Ray Moynihan:

A lecturer, journalist, documentary-maker and author, Ray Moynihan is an internationally recognized authority on the public health problem of disease-mongering. He has written many influential articles on disease-mongering in the *British Medical Journal* and *PLoS Medicine*, as well as producing several books and films investigating the topic. His book *Selling Sickness* has been translated into a dozen languages including Spanish. His work has inspired much media coverage and public debate all over the world.

Ray has given many lectures internationally, and been part of the faculty at the prestigious Evidence-Based Health Care workshop/summer school in Colorado, USA, for several years. He is very excited by the opportunity to develop and deliver a short course on disease-mongering at the Menorca School of Public Health.