

Seminar

The importance of stakeholder involvement and media framing in global health policy debates about NCDs

Dr Shona Hilton, University of Glasgow

For the first time in history non-communicable diseases (NCDs) now pose a greater global health burden than communicable infectious diseases and the media play a crucial role in framing public and policy debates about the causes of, and solutions to, NCDs. While the literature suggests that media debates should be a key concern for those interested in understanding public health policy processes, as yet there has been only limited research in this area.

In politically-contested health policy debates, stakeholders often seek to engage the media to communicate arguments to the public for or against specific policy initiatives, consistent with their underlying interests. This seminar presents the findings from a scoping review on media representations of industries that contribute to NCD risk and provides evidence from the UK health policy debates on sugar-sweetened beverage taxation and minimum unit pricing for alcohol to highlight how stakeholders engage with the media to shape public and political opinion.

This complex inter-dependency between the strategies used by stakeholders to influence global health debates and framing of evidence in media policy debates is poorly understood yet is crucial to understand if we are to tackle how the global producers and marketers of unhealthy commodities employ the media to directly lobby the public and set the policy agenda.

When

Friday, 2 March 2018, 12 noon – 1pm

Where

Level 6 Seminar Room, The Hub, Charles Perkins Centre, University of Sydney

RSVP

To mchp@sydney.edu.au

Enquires

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Presented by

Menzies Centre for Health Policy and
The Australian Prevention Partnership Centre



About Shona Hilton

Dr Shona Hilton is Deputy Director of the MRC/CSO Social and Public Health Science Unit, University of Glasgow, UK and co-leads a public health policy programme. She is a social scientist and her research focuses on macro level determinants on health such as mass media, political and corporate influences that shape global public policy debates.

Dr Hilton leads rapid response research into emerging high profile public health issues to offer stakeholders and decision-makers early insights into how health issues, evidence and policies are being reported and understood.



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