



# SOCIETY FOR PUBLIC HEALTH EDUCATION

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***PUBLIC HEALTH CAMPAIGNS TO CHANGE INDUSTRY PRACTICES THAT DAMAGE HEALTH:***

***An Analysis of 12 Case Studies***

*Nicholas Freudenberg, Sarah Picard Bradley, and Monica Serrano*

1. Public health researchers have studied the impact of corporate practices on health because
  - a. corporations provide funding for this purpose
  - b. epidemiological evidence shows that the practices and products of several industries have a substantial impact on morbidity and mortality
  - c. government regulations require such research
  - d. the public has demanded such studies
  
2. Examples of advocacy efforts to change corporate practices that harm health include campaigns that seek efforts to all but
  - a. require gun makers to monitor retail distribution of their products.
  - b. end outdoor tobacco advertising
  - c. approve taxes that raise the price of alcohol
  - d. require fast food outlets to stop selling unhealthy products
  
3. In the sample of public health campaigns described in this article, campaigns at which level were most effective in achieving their objectives:
  - a. local campaigns
  - b. regional campaigns
  - c. national campaigns
  - d. global campaign
  
4. In the sample of public health campaigns described in this article, which of the following strategies was **not** found to be effective in achieving the campaign's objectives?
  - a. using multiple strategies
  - b. engaging multiple stakeholders in campaigns
  - c. partnering with corporations to change practices
  - d. framing the issue to focus on children's health
  
5. Which of the following frames was **not** reported as helpful in achieving campaign objectives?
  - a. framing the issue to focus on children's health
  - b. framing the issue to call attention to the disparate impact of corporate practices on vulnerable populations
  - c. framing the issue to emphasize the importance of restricting harmful commercial speech

d. framing the issues to appeal to people's sense of justice and fairness

6. How did the sample of campaigns described in this report use the Internet in their advocacy work?

- a. only to provide health information
- b. only to publicize events and actions
- c. only to put pressure on companies through e-mail campaigns
- d. to provide information, publicize events and put pressure on companies

7. Which of the following contextual factors may have contributed to the success of campaigns to change the practices of tobacco companies?

- a. Prior successful lawsuits against tobacco industry
- b. Tobacco industry's history of concern for smokers
- c. Activists willingness to negotiate with tobacco industry
- d. Favorable media coverage of tobacco industry

8. The campaigns described in this report were successful in achieving all their self defined objectives **except**:

- a. educating and mobilizing diverse constituencies to raise awareness of threats to health,
- b. changing individual health-related behavior,
- c. encouraging participants to engage in advocacy and join the political process
- d. closing down a company that was harming health

9. Possible markers of success of a campaign to change harmful corporate practices might include

- a. sustained changes in corporate practices, norms, or behavior
- b. changes in health behavior among consumers of the company's products
- c. job offers from the target company for campaign organizers
- d. increased philanthropic contributions from the company.

10. Which of the following roles did government officials **not** play in the campaigns described in this study?

- a. Speak publicly in support of the campaign's goals
- b. Provide funding for the advocacy campaign
- c. Assist the group in conducting research on the health consequences of harmful industry practices
- d. Support the company alleged to have engaged in harmful practices