

# Contemporary Issues in Global Health

Task 1: What is a 'contemporary' global health issue? Which issues will we cover in this module?

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1

## Review of the content covered in this module

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- Framing
  - The media and fake news
  - Wicked problems
  - 5 contemporary issues: Ageing; racism and colonialism; climate change; war; and Covid 19.

2

Framing:

Note the association between weight loss and exercise, wealth and friendship, and an *individual vs social* approach.



3



The media effect

“Media reporting of health-related news stories can be highly influential: the priorities and decisions of policy-makers are often shaped by what they see on television, hear on the radio, and read in the general and specialist press. Members of the public may alter their behaviour in ways that affect their health, at least partly as a result of information and advice they get from the media”

(Roger Harrabin, 2003)

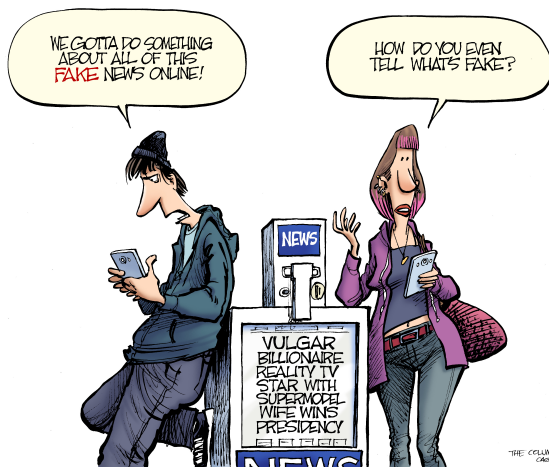
Harrabin et al 2003 Health in the news: Risk, reporting and media influence. Kings Fund

4



## Social media and 'fake news'

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## Fake news and how to combat it?

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7

**ATTACK OF THE WICKED PROBLEM**  
*HORROR BEYOND UNDERSTANDING!*

**UNDEFINABLE! UNKNOWNABLE! UNSTOPPABLE!**

Wicked problems in global health – what are they and how to solve them.

8

## What do we mean by 'contemporary'?

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**A novel, never-before-seen health issue:**

- ???

**An issue with a recent history and which has gained media attention because it has recurred, or has increased in severity and/or prevalence:**

- ???

**An issue with a long history and which has gained media attention because it has recurred, or has increased in severity and/or prevalence:**

- ???

9

## What do we mean by 'contemporary'?

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**A novel, never-before-seen health issue:**

- e.g. the utility of the latest health app,
- an emerging infectious disease, a new conflict,
- a new health policy or intervention

**An issue with a recent history and which has gained media attention because it has recurred, or has increased in severity and/or prevalence:**

- Ebola in West Africa,
- the rise of the anti-vax movement,
- a climate-related event linked to global warming,
- an ongoing conflict,
- an escalating crisis within a health service;

**An issue with a 'long' history and which has gained media attention because it has recurred, or has increased in severity and/or prevalence:**

- Migration
- Global warming
- Reform of UN institutions
- Inequality

10

## 5 contemporary issues in global health



11

## Summary

- ❑ This is the last taught semester of your program, so please try to enjoy it!
- ❑ This is a 'capstone' module and an opportunity for you to bring your learning and knowledge to bear on a variety of contemporary global health challenges;
- ❑ The module has three innovative assessments that will allow you to demonstrate your knowledge and critical skills – we will review these in the first webinar.

12