

# References and photo credits

## References

### Front plate

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### Public health + popular culture =

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### Summary

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3 PROCHASKA, J. AND DICLEMENTE, C., 1983. Stages And Processes Of Self-change Of Smoking Towards An Integrated Model Of Change. *Journal Of Consulting Clinical Psychology*, 51, Pages 390-395.

Prochaska and DiClemente describe five stages of change: 1) Precontemplation; 2) Contemplation; 3) Action; 4) Maintenance; and 5) Relapse. Relapsers often responded by a combination of contemplation and action.

4 This educational theory is sometimes described using the terms cognitive, affective and behavioural. For example see, BLANAID, D., WATT, R., BATCHELOR, P., AND TREASURE, E., 2002. *Essential Dental Public Health*. Page 156. Oxford Press: Oxford.

5 (AIDA is the classic model from advertising. Although newer versions exist, it is the only one that lets me make several poor jokes about opera etc.) STRONG, E.K., 1925. Theories of Selling. *Journal of Applied Psychology*, 9, Pages 75-86.

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Also see BEAUMONT, P., 2005. *Cityscape IV- Rijeka - June 2005*

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7 Orange sponsored Orange Evolution 06 in Newcastle and Gateshead in 2006. The organisers were expecting in excess of 50,000 people the following year.

(<http://www.evolutionfestival.co.uk/evolution.html>) (Accessed 1 March 2007.)

### **How popular culture might improve health inequalities**

1 ADSHEAD, F., 2006 quoted in *Public Health News*, 27 March, page 4.

2 The work of Professor Gregory Maio, a psychologist from Cardiff University in the UK, on values is particularly relevant here. Some of his research and the quote I used are in ECONOMIC AND SOCIAL RESEARCH COUNCIL, 2007. *Britain Today 2007*.

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5 SKEVINGTON, S.M., MCARTHUR, P. AND SOMERSET, M., 1997. Developing Items For The WHOQOL: An Investigation Of Contemporary Beliefs About Quality Of Life Related To Health In Britain. *British Journal of Health Psychology*, 2, 55-72 quoted in ARGLE, M., 2001. *The Psychology of Happiness*. 2nd ed. Page 1. Hove, UK: Routledge.

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12 SCOTTISH COMMUNITY DIET PROJECT. *Promoting Healthy Eating Choices In Community Cafes*. <http://www.dietproject.org.uk/documents/CommunityCafeSummary.pdf> (Accessed 18 January 2008.)

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14 *Ten Years Younger*, 2007. TV, Channel 4, UK. (Though I personally always think a better title for it would be 'As If Feminism Never Happened.')

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- Prochaska and DiClemente describe five stages of change: 1) Precontemplation; 2) Contemplation; 3) Action; 4) Maintenance; and 5) Relapse. Relapsers often responded to a combination of contemplation and action.
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