

References and photo credits

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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.

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How popular culture might improve health inequalities

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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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19 Jade Goody made all of the papers after an appearance in *Celebrity Big Brother*, 2007. TV, Channel 4, UK. Big Brother itself is produced by Endemol. In 2007 they also started running *Big Brother on the Couch* where psychologists discussed what went on in the house with reference to various theories. This may be a useful starting point for any projects. However it explains housemates' behaviour rather than suggesting how they could do things in a way that is less problematic.

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