

# **Alcohol, Tobacco and Obesity**

Morality, mortality and the new  
public health

*Edited by*

**Kirsten Bell, Darlene McNaughton  
and Amy Salmon**



Routledge Studies in Public Health

# Index

Note: Page numbers in bold denote figures, those in *italics* denote tables.

- Aboriginal peoples in Canada, FASD incidence 213 (*see also* FASD (foetal alcohol spectrum disorder))
- Aboriginal women's alcohol use, in pregnancy 213; *see also* FASD (foetal alcohol spectrum disorder)
- Abram, D. 120
- addiction: disease model of 133, 135; smoking's incompatibility with conception of 5–6, 136
- Aichroth, P. 64
- alcohol: advice to pregnant women regarding 213; arguments against restrictions on availability 53; and breast cancer 78; colonial and anti-colonial role 216–19; as a consumer good 47; economic benefits 48; labelling requirements in France 51; public-health discourse 111–12
- alcohol consumption: class dimensions 114; English figures 54; moral contrasts 53–4; pregnant women's 213 (*see also* FASD (foetal alcohol spectrum disorder)); society's expectations 52
- alcohol control: mechanisms 50; retreat from 49–50
- alcohol-dependence diagnosis, percentage of qualifying US adults 54
- alcohol intoxication: the alcohol industry's desirable construction of 108; Australian strategy focus 107; British culture of 115; and club culture 97; diagnostic criteria 110–11; as harm and pathology 108–13; the pleasures of 113–15; presentation as an individual pathology 110; problems of 49; public-health discourse 108, 111, 113; as a routine part of a good night out 107–8
- alcohol prohibition, post-war 48
- alcohol-related harm, indigenous peoples' risk of 110
- alcoholic beverages, class dimensions of different types of 113
- alcoholism: in Aboriginal communities 218; and individual responsibility 50; medicalization of 35; provision of treatment for 49; in public discourse 49; and social groups 138
- alcoholism movement: disease formulation 54; industry support 49
- Alcoholism Research Foundation, Ontario 49
- Alexander, Stephanie 153
- America's Next Top Model* 197
- anorexia nervosa 148
- anti-smoking advertisements: Cartesian tone 125; the ineffectiveness of 124; posters 79, 82, 195, 197, 203, 204; presentation of a healthy future 124–5, 127; presentation of the body 119–20, 122–3; presentation of the smoker 123; resistance to 120–1; and self-awareness 120
- anti-smoking campaigns, effect on smoking rates 132
- Arblaster, A. 133
- Astley, S. 215
- Atkins Diet 36
- Attree, P. 185
- Atwater, W.O. 155–6
- Australia: alcohol advice during pregnancy 146; anti-smoking

- message 124; connection between obesity and education 153; drinking culture 109 (*see also* Australian National Alcohol Strategy); food gardening campaign 153–4; maternal obesity and stillbirths study 171; media coverage of alcohol issues 49; smoke-free legislation 73; supermarkets' influence on the food system 154; temperance movement 4; withholding of medical treatment 8
- Australian National Alcohol Strategy: focus 107; intoxication as harm and pathology 108–13; and the pleasures of alcohol intoxication 113–15
- backyard food production movement, Michelle Obama's championing 153
- Banks, Tyra 197
- Basham, P. *et al.* 65
- Bataille, G. 95
- Beebe, Mike 39
- Begley, A. 153
- Belkin, L. 40
- Bell, K. 7, 34, 51, 130, 134, 138, 140, 141, 143, 164, 165, 187
- Berridge, V. 101–2
- Big Fat Lies: The Truth About Your Weight and Your Health* (Gaesser) 63
- binge-drinking: British concerns 93–4, 100–1; definition 107, 213; and FASD 213–14; origins 101; public-health discourse 101–2
- binge eating 41
- Bjerg, O. 97–8
- BMI (body mass index): Halse's and Monaghan's views 68; legislation 34
- body-weight science, historical perspective 67
- Boffetta, P. 78
- Booth, F.W. 61
- Bourdieu, P. 192
- Boyle, P. 78
- Brady, M. 110
- Braidotti, R. 122
- Brain, K. 115
- Brandt, A.M. 79–81, 140, 179
- breast cancer, alcohol and 78
- breastfeeding: and childhood obesity 165–7; and maternal identity 166
- Brown, J. 64
- Budd, G.M. and Hayman, L.L. 62
- Buetow, S. 67
- Bunton, R. 50, 53, 113
- Caballero, B. 40
- Calvin, John 152
- Campos, P. 63
- Canada: alcohol prohibition 48; FASD in First Nation communities 213 (*see also* FASD (foetal alcohol spectrum disorder)); focus of approaches to addiction 134; foetal alcohol spectrum disorder prevention, *see* FASD (foetal alcohol spectrum disorder); historical context of tobacco-control policies 76, 140; nutrition recommendations 184–5; smoke-free legislation 73; temperance movement 4; withholding of medical treatment 8; young women smokers study, *see* young women smokers study
- cancer: and meat consumption 183; obesity and 149, 163; *see also* breast cancer; lung cancer
- Catholic Church 96
- Chafetz, Morris 51
- Chakravarthy, M.V. 61
- Chapman, G.E. 81
- Cheek, J. 36
- childhood obesity: breastfeeding and 165–7; as evidence of abuse 34; and focus on mothers 165; and food gardening campaigns 153–4; gestational diabetes and 169; and junk food marketing 62; and parental responsibility 61, 62; Philadelphia's 'obesity report cards' 34; and school-lunch reform 39–40
- Christakis, N.A. and Fowler, J.H. 41
- cigarette smoke: chemical components 77; *see also* smoking
- Citizens for Moderation 51
- class dimensions: of alcohol consumption 114; of different types of alcoholic beverage 113
- cocaine 98
- coffee 100; social impact 100
- Coleman, Benjamin 99
- consumer culture, and drug use 97
- consumer good, alcohol as a 47, 50–1
- consumer society, resolving alcohol's contradictions in the 50–1
- cotinine 77

- Counterblaste to Tobacco*, A (James VI of Scotland) 74–5
- counting smokers: behaviouralized description and the work of 25–9; political perspective 29; WHO criteria 27; WHO's system 24, 27
- Coustan, D.R. 170
- Coveney, J. 95, 113
- CPH (UK Centre for Public Health) 27–8
- Crawford, R. 42, 147
- deaths from lung cancer, tobacco consumption and 22
- Dennis, S. 81, 83, 137
- deviance, obesity as 35
- diabetes: development of during pregnancy 169; and gastric banding 170
- diet, socio-economic gradients in 184  
*Diet Nation: Exposing the Obesity Crusade* (Basham *et al.*) 65
- Diprose, R. 121, 123–4
- Dixon, J. 150
- dopamine 98
- Douglas, M. 83, 112
- Draper, Alexander 33, 37–8
- Draper, Anthony 34
- drink-driving 50, 54
- drug use: literature on positive aspects of 94
- Duff, C. 111
- DuPuis, M 36–7
- Ecstasy 97, 115
- Elliott, C.D. 35–6
- Epoch III 67
- erectile dysfunction: as anti-smoking message 202–3; tobacco use and 202
- Esmail, N. 64
- excess, the need to rein in 155
- exercise, Aichroth on the costs of excessive 64; rise of Grahamism 4
- extreme dieting 41
- Fabian Society 102
- farmers' markets 154
- FASD (foetal alcohol spectrum disorder): overview 212–14; and binge-drinking 213–14; colonial perspective 216–19; maternal education campaigns and the prevention of 214–16; neoliberal prevention programs 219–21; potential costs 218–19; targets for prevention messages 218
- fasting, early Christian practice 151
- Fat Politics: The Real Story Behind America's Obesity Epidemic* (Oliver) 63
- fatness: effect of policing on fat people 42; implications for thinking about the lived experience of 42; *see also* weight
- feminist critique of science, synergies between the critique of neoliberalism and 66
- Finland, alcohol prohibition 48
- First Nations, incidence of FASD (*see also* FASD (foetal alcohol spectrum disorder))
- Fiske, J. 216
- foetal obesity 164
- food: cultivation of unhealthy relationships to 41; positive values associated with caring and nurturing through 186; teaching children to appreciate the provenance of 153–4
- food gardening: growing emphasis on home or backyard 153–4; Michelle Obama's campaign 153; Stephanie Alexander's Kitchen Garden campaign 153–4
- Foucault, M. 29, 35, 94–5, 156
- Framework Convention on Tobacco Control* (WHO) 22
- France, smoke-free legislation 73
- Fraser Institute 64
- Gaesser, G. 63
- Gallegos, D. 153
- gastric banding 170
- gastric bypass, risks 171
- gender: Bourdieu's theory of 192–3; responsibility for food and health 181; stereotypes invoked in relation to childhood obesity 164–5; stereotypes invoked in relation to smoking 208
- gestational diabetes, and obesity and type II diabetes in offspring 169
- Gillies, V. 134
- gin epidemic 8, 47, 113
- 'Gin Lane' (Hogarth) 48
- Gostin, L. 78
- Government and Improvement of*

- Mirth, According to the Laws of Christianity in Three Sermons* (Coleman) 99
- Graham, J. 53
- Graham, Sylvester 4
- 'Grahamism' 4
- Gray, Jerri 33
- Le Guérer, A. 84
- Guthman, J. 36–7
- Habermas, J. 102
- habitus, Bourdieu's conceptualization of 192
- Halse, C. 68
- Hardt, M. 23–4
- health: medical and cultural over-reliance on weight as an indicator of 68; merging of moral management and personal 94; taxonomy of pleasures pertinent to public 95; *see also* public health
- Health at Every Size (HAES) movement 43n4, 66–7
- health inequalities, drawing attention to 68
- health premiums 64
- healthism 42, 68, 147
- heroin 98
- Holmes, D. 38
- Howell, James 100
- Huckabee, Mike 39
- hunger, Tallis and 148
- Iceland, alcohol prohibition 48
- illicit drugs, normalization of 97
- indigenous peoples, vulnerability to harmful drinking 110
- Industrial Revolution 47
- infertility, obesity and 170
- intrauterine nutrition, and adult health 167, 170
- It Takes a Community* (FASD prevention manual) 217–18
- Jackson, B. 77
- Joseph Rowntree Foundation 102
- junk food: ban on 40; marketing campaigns 62; removal from cafeterias 39
- Jutel, A. 67–8
- Kagan, R.A. 76
- Kapferer, B. 109
- Katz, J. 121
- Keane, H. 124, 127
- Kierans, C. 74
- Klein, R. 81
- Kristeva, J. 83
- Langer, M. 120
- LeBesco, K. 8, 61, 147
- Levenstein, H. 35
- Levinson, A.H. 136
- Lindsay, J. 114
- Ludwig, D.S. 62
- Lundin, S. 122
- lung cancer: in anti-smoking campaigns 194, 196, 198; connection between tobacco smoke and 3, 21, 27, 124; investigations into the causes of 26; passive smoking and 5, 77–8, 81, 132; tobacco consumption and deaths from 22
- Lupton, D. 2, 8, 36–7, 42–3, 167, 172, 196
- Luther, Martin 152
- Mair, M. 74
- Malone, R.E. 84
- Marks, V. 64, 84, 85
- Markula, P. 43
- Marlatt, G.A. 51
- Maternal and Child Obesity: The Causal Link* (Oken) 167
- maternal obesity: framing as the result of risky behaviour 171; health implications 164; implications for conception 170; socio-cultural perspective 170; and stillbirths 171
- McNaughton, D. 8, 61
- Measham, F. 115
- medical care: discrimination in 8; fat body as a drain on 35; fat people's aversion to seeking 41
- Mellor, P. 98
- Men and the War on Obesity: A Sociological Study* (Monaghan) 68
- Mencken, H.L. 98
- Merleau-Ponty, M. 120–1, 123
- mirth, Puritan text on 99–100
- moderate consumption: moderate drinking as an ideal 5, 51–3; moderate eating as an ideal 5–6
- modern baroque body, Mellor and Shilling's characterization 98
- Monaghan, L.F. 68
- Moody, Joshua 98

- moral discourse: drinking in pregnancy as 51; judgements about fatness as 41; merging health and 1, 4, 94, 165; nutrition as 178–80
- mothers' responsibility for family health: accepting different ways of mothering 185–6; and changing norms 177; 'good' and 'bad' mothers 182–5; moral perspective 179–80; and nutritional science 178–9, 182–3; and self-sacrifice 185; and social standards 180–2; socio-economic perspective 184–5; and the symbolic nature of food 186
- Moyal-Sharrock, D. 126
- Negri, A. 23–4
- Neoliberalism: *see also* public health, neoliberal underpinnings of
- Nietzsche, F. 95
- non-smoker role models, images of beautiful women as 196
- Norway, alcohol prohibition 48
- nutrition: rise of discipline of 147; relationship with Christianity 155; as a scientific and moral discourse 178–80, mothers' responsibility for 178–9
- nutritional science, rationales 178
- obesity: in childhood, *see* childhood obesity; as disease 170; as 'disease' of the poor and non-white 8; and the eating habits of pregnant women 167; foetal 164; framing as risky behaviour 164–5, 171; and infertility 170; medicalization 35; and the obesogenic environment 62; interventions in 7–8, 37–40; serious health consequences 1, 163; stigmatization of 149; and stillbirths 171; comparisons with tobacco 6–7
- obesity epidemic: alarmists' positions 60–3; announcement 59; crisis of excess embodied in the 149–50; educational perspective 153; empirical sceptic positions 63–5; environmental concerns 149–50; environmental consequences 150; explanations for 61; explosion of interest 34–5; as extension of patriarchal science's centuries-old persecution of women 67; ideological sceptic positions 65–9; and income 62; and the obesogenic environment 40; and school programmes 40; as sign of the failure of capitalism 62–3; social dimensions 149
- obesity epidemic rhetoric, reconceptualizing 41
- obesity gene 168
- Obesity Myth: Why America's Obsession with Weight is Hazardous to Your Health, The* (Campos) 63
- obesity testing 168
- obesogenic environment 34, 40, 62, 150
- O'Byrne, P. 38
- Oken, E. 167
- Oliver, E. 63
- Oliver, Jamie 153
- O'Malley, P. 113
- O'Neill, K. 126
- outdoor smoking bans, growing calls to enact 73, 81
- Panic Nation: Unpicking the Myths We're Told About Food and Health* (Feldman/Marks) 64
- parental responsibility, and childhood obesity 61, 62
- Parsons, T. 24–5
- participatory gardening and cooking programmes, in schools 39
- passive smoking: newspaper coverage 84; posters depicting 79, 82, 195, 197, 203, 204; *see also* second-hand smoke
- Pease, C. 75
- Peele, Stanton 53
- personal health, merging of moral management and 2–3, 94
- personal responsibility 47, 49, 51, 53, 147, 172, 179
- Petersen, A. 2, 8, 36–7, 42–3, 167, 172
- Phenomenology of Perception* (Merleau-Ponty) 120
- physical-activity behaviour, explaining the 'determinants' of 61
- Pi-Sunyer, Xavier 171
- Pilgrim's Progress* (Bunyan) 52
- pleasure: Ancient Greek regulation 150; carnal and ecstatic 96–8; Coveney and Bunton's typology 113; disciplined and ascetic 95–6; and

- hunger 148; neglect of the study of 94–5; permissible 53, 98–100; in public-health discourse 112–13; public health's ambivalent relationship with 113; Puritan perspective 99–100; social organization of 94–5; troubling 100–2
- pleasures, taxonomy of pertinent to public health 95
- Poland, B. 81, 83
- Polanyi, M. 119
- politics of conduct 94
- pregnancy: concerns regarding maternal obesity during 164; development diabetes of during 169; moralization of drinking in 51; *see also* FASD (foetal alcohol spectrum disorder)
- problem drinking: class dimensions 113; definition 51
- public health: alcohol discourse 101–2, 108, 111–13; ambivalent relationship with pleasure 113; crusade against smoking's beginning 132; neoliberal underpinnings of 3, 35–7, 55, 66, 172, 219–21; policy focus on private behaviour 19–20, 163; school-based campaigns 38; shift from infectious to chronic disease 2–3; taxonomy of pleasures pertinent to 95
- public health interventions 36–7, 39, 216, 219
- public spaces, smoking bans in 73
- punishable free will 53
- Puritanism: Hawthorn's portrayal 98; and hunger 152; Mencken's definition 98; and moderation 37, 53, 102; in post-sixties culture 147; recasting of the image of 99; and virtuous and non-virtuous pleasures 100
- Quaker movement 102
- responsabilization 34, 38
- Richards, Ellen 156
- risk: and lifestyle 2–3, 8; and smoking 28; construction of alcohol 112; construction of obesity 164–5, 171; construction of secondhand smoke 76–81; individualization of 2–3, 19–20, 28–9, 102;
- Ritenbaugh, C. 67
- Robison, J. and Carrier, K. 66
- Room, R. 12, 47, 107, 111, 133, 138
- Rose, N. 42, 94, 156
- Rozin, P. 179
- Rule of St Benedict, The* 155
- Russia, alcohol prohibition 48
- Salmon, A. 51
- Scarlet Letter, The* (Hawthorn) 98
- Schivelbusch, W. 100
- school-lunch reform 39–40
- Schwartz, H. 67
- second-hand smoke: 1886 engraving 75; fetishistic nature of 81; imposed risk perceptions 81; invasion and the dissipation of bodily boundaries 81–5; legal attitudes towards 85; policy focus on the dangers of 73–4; posters depicting 79, 82; rise of as a public health issue 74–6; smell 83–4; social class perspective 83; standards of evidence and public health action 76–81; Surgeon General's report 77–8; term implications 81; toxicology research 77; 'victims' of 79
- Sedgewick, E. K. 53
- self-control, society's demand for 52
- self-help 5, 48, 147, 180
- Serious Address to those who Unnecessarily Frequent the Tavern, A* (Coleman) 99
- Serres, M. 121
- Share, M. 39
- Shields, Brooke 196
- Shilling, C. 98
- Skrabanek, Petr 42
- smoke-free legislation, implementation 73
- smokers, counting, *see* counting smokers
- smoking: addiction vs choice 133–6; allure for adolescents and young adults 139; bans in public spaces 73; beginning of the public health crusade against 132; de-normalization policies 140–2; demonstrations of control over 133–4; gendered imagery 191, 207; and identity 139; liberal symbolism 133; Liverpool longitudinal study (LLSS) 25; and lung cancer 3, 21, 22, 27, 124; perceived benefits 137;

- smoking *continued*  
 personal experiences 25; place in twentieth century social life 132; polarization 138; re-temporalizing capacities 124; research definition 26–7; risk factors for 28; social features of 137–8; and social identity 140; social value of 132; the sociality of 133, 135, 137, 139–41; stigmatization 142; ‘stubborn ordinariness’ of 127; Victorian arguments against 4, 133; wartime social role 137
- smoking prevention posters 79, 82, 195, 197, 203, 204
- smoking software simulation 201
- social deviance, in smoking risk factors 28
- social drinker, distinction between the ‘alcoholic’ and the 49
- social justice issues, as casualty of obesity focus 69
- social smoking: definition 136; research focus 136; transience of 6, 136
- social standards, for families and mothers 180–2
- Spirit and Science of Holistic Health, The* (Robison/Carrier) 67
- state interventions, in obesity 37–40
- state of exception, Hardt and Negri’s term 24
- stigmatization 40, 60
- stillbirths: and maternal obesity 171; preventability 171
- Stockwell, T. 52
- Strain, M. 39
- Sullum, J. 74
- supermarkets 154–5
- Sweden 48
- Swift, K. 216
- Swinburn, B.A. 62
- Szasz, T. 53
- Tallis, R. 147–8, 152
- Tarbox, Barb 196
- tea 100
- temperance: coffee/tea and 100; lessons to be learned from 102; and public-health 111, 152
- temperance ideologies, Peele on 53
- temperance movements: connections with the anti-smoking movement 4; connections with the dieting movement 4; moral crusade 96; nineteenth century support 4; the rise and fall of 4, 47–9
- Thompson, S.G. 142
- tobacco *see* smoking
- tobacco advertising, gendered imagery 191
- tobacco consumption, and deaths from lung cancer 22
- tobacco control: commitment to 23; counting practices 20–2; WHO model 22–4
- tobacco-control campaigns, invasion trope in 81
- tobacco industry, research aims 74
- ‘Tobacco Industry’s Poster Child’ 199, 200
- tobacco pandemic 22, 24
- tobacco scholarship, growing polarity in 74
- Tocqueville, A. De 35
- Tremolieres, J. 151
- Turlington, Christy 197
- Turpel, M. 216
- ‘Ugly Smoking’, NHS campaign 198
- UK: historical context of tobacco-control policies 76; withholding of medical treatment 8
- US National Institute on Alcohol Abuse and Alcoholism 51
- USA: historical context of tobacco-control policies 76; prohibition 48; smoke-free legislation 73; withholding of medical treatment 8
- Valverde, M. 8, 113, 135
- Vogel, D. 76
- walking, Aichroth’s recommendations 64
- Warner, J. 113
- weight: as an indicator of health, medical and cultural over-reliance on 34–7, 68, 164–5; health effects during pregnancy 167–71
- weight-loss drugs 63
- weight management, traditional approaches 67
- Wendy’s ad 33, 37
- Western health care, Robison and Carrier’s observations 67
- Willig, C. 134
- women, ‘obesity epidemic’ as patriarchal persecution of 67



- women smokers, cultural
  - representations of 191
- women's diet, and infant obesity 168–9
- young women smokers study:
  - challenging dominant femininities 203–7; the 'Contaminated Girl-Child' 199–203; male counterpart 202; the 'Model Non-Smoker' 196–9; participants' photographs 206, 207; the 'Ugly Older Woman Smoker' 193–6
- youth drinking 112–13
- Zižek, S. 97