

## How do you...

Persuade a government to ban tobacco advertising?

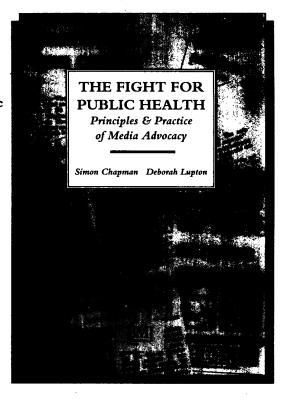


## Campaign against dumping of toxic waste?

## Energise the fight against AIDS?

In The Fight for Public Health,
Simon Chapman and Deborah
Lupton show how lobbying
through media advocacy can be a
powerful tool in mobilising public
support and getting public health
legislation passed. Illustrated with
photographs and crammed with
compelling examples from
around the world, this lively and
entertaining guide:

- Describes what advocacy is
- Shows how public opinion has influenced public health policy in the past
- Includes an A-Z of strategies for gaining media attention.



"This splendid book moves the art of media advocacy a giant step forward.
Chapman and Lupton's counsel leapfrogs continents; it will be as welcome and applicable in London and Washington as in Sydney."

Michael Pertschuk, Director, The Advocacy Institute, Washington, DC

ISBN 0 7279 0849 9 200 Pages October 1994 UK £19.95; Overseas £22.00 (BMA members £18.95; £21.00)

> BMJ Publishing J Group

## ORDER FORM

Available from: BMJ Publishing Group, P.O. Box 295, London WC1H 9TE (Tel: 071 383 6185/6245), medical booksellers or the BMJ bookshop in BMA House

Please send me copy/ies of	BMA Membership No.
THE FIGHT FOR PUBLIC HEALTH	Cheque enclosed (made pavable to British Medical Journal) £
Name	Debit my AMERICAN EXPRESS/VISA/MASTERCARD
(Print Clearly)	Card NoExp
Address	•
	Signature
Postcode	☐ Please send me a BMI PUBLISHING GROUP CATALOGUE