Determinants of health
- age, sex and hereditary factors -> individual lifestyle factors -> social and community networks -> living and working conditions -> general socioeconomic, cultural and environmental conditions.

Obesity
- what are the causes of obesity? MANY
- obesity cause map becomes very complex, write down all contributing factors, link them, then group them.

Picturing obesity: Analysing the social epidemiology of obesity conveyed through US news media images
- (Gollust, Eboh and Barry, 2012)
- news media coverage can affect how Americans view health policy issues.
- previous research looked at text - ignore photographs and other images.
- images can convey important messages about groups in society more or less affected by a health problem - and shape understanding about social epidemiology of condition.
- analysed images of overweight and obese individuals in two newspaper coverage over 25 years. Compared depictions to data describing prevalence of obesity during that period.
- individual descriptive features of news stories and accompanying images.
- news magazines increasingly depicted non-whites as obese and overweight
- showed overweight and obese individual less often performing stereotypical behaviours
- elderly starkly underrepresented in images of overweight and obese compared to prevalence.
- could link images and use them to help combat public issues.

Health policy
- chiefly concerned with the existing system of caring for the sick: sectorial in approach, concentrating most resources on cure. Health promotion and illness prevention neglected despite that health returns of traditional health services are diminishing. Behaviour patterns must be changed, but also need to tackle wider environmental issues that shape individual choice but are beyond individuals control (Badura and Kickbusch, 1991).

Infectious disease
- Changes in housing and living conditions have resulted in less infectious disease – increase in understanding of risk factors as a result
- increase in lifestyle related disease.
- development of vaccines- when introduced show decline – e.g. crude death rate for infectious disease 1906-1996 – use of penicillin and salk vaccine show decrease.
- numerous new pathogens recognised since 1973.