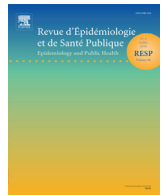




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Summaries of books

Framing animals as epidemic villains. Histories of non-human disease vectors, C. Lynteris (Ed.), Palgrave Macmillan (2019). 247 pp., ISBN: 978-3-030-26794-0

This book takes a historical and anthropological approach to understanding how non-human hosts and vectors of diseases are understood, at a time when emerging infectious diseases are one of the central concerns of global health. The volume critically examines the ways in which animals have come to be framed as 'epidemic villains' since the turn of the nineteenth century. Providing epistemological and social histories of non-human epidemic blame, as well as ethnographic perspectives on its recent manifestations, the essays explore this cornerstone of modern epidemiology and public health alongside its continuing importance in today's world. Covering diverse regions, the book argues that framing animals as spreaders and reservoirs of infectious diseases—from plague to rabies to Ebola—is an integral aspect not only to scientific breakthroughs but also to the ideological and biopolitical apparatus of modern medicine. As the first book to consider the impact of the image of non-human disease hosts and vectors on medicine and public health, it offers a major contribution to our understanding of human-animal interaction under the shadow of global epidemic threat.

Editorial board

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Marketing social. De la compréhension des publics au changement de comportement. Préface de Nguyen-Thanh V, Arwidson P, Hastings G, Bourdillon F, Postface de Chambaud L, K. Gallopel-Morgan (Ed.), Presses de l'EHESP, Rennes (2019). 208 pp., ISBN: 978-2-8109-0747-2

Qu'est-ce que le marketing social ? Est-ce différent de la communication sociale ? Quels en sont les principes, les atouts, les outils ? Que signifient les 5 C ? En quoi une campagne de marketing social est-elle efficace, dans un programme de prévention, pour

modifier les comportements de bien-être et de santé ? Quels sont les risques éthiques du développement de cette technique ?

Pour répondre à ces questions et à toutes celles que les acteurs de la santé se posent, cet ouvrage, fruit de la collaboration entre chercheurs et experts, combine éléments théoriques, conseils pratiques et de nombreux exemples de campagnes de marketing social parmi lesquelles « Mois sans tabac » lancée depuis 2016 en France.

La rédaction

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Everything you always wanted to know about European Union health policies but were afraid to ask, S.L.N. Fah, S. Rozenblum, H. Jarman, W. Palm, H.A. Elliott, M. Wismar (Eds.), 2nd revised ed. European Observatory on Health Systems and Policies (2019). 225 pp., ISBN: 978 92 890 51 767 <https://www.apps.who.int/iris/bitstream/handle/10665/328267/9789289051767-eng.pdf?sequence=1&isAllowed=y>

What does the European Union mean for health? What can it mean for health? This comprehensively revised second edition answers these questions. It provides a broad review and analysis of European Union public health policies to mid-2019. It begins by explaining the basic politics of European integration and European policy-making in health, including the basic question of how the European Union (EU) came to have a health policy and what that policy does. Thereafter, it moves on to the three faces of European Union health policy. The first face is explicit health policy, both public health policy and policies to strengthen health services and systems in areas such as cancer, and communicable diseases. The second face is internal market building policies, which are often more consequential for health services, but are not made with health as a core objective. These include professional and patient mobility, regulation of insurers and health care providers, and competition in health care. They also include some of the policies through which the EU has had dramatic and positive health effects, namely environmental regulation, consumer protection and labour law. The third face is fiscal governance, in which the EU institutions