

Contents

List of contributors	ix
List of tables, figures and boxes	xiii
Foreword	xvii
Executive summary	xxi
Acknowledgements	xxv
List of abbreviations	xxvii

Part I **Introduction**

one	<i>Introduction to the economics of health promotion and disease prevention</i>	3
	<i>Franco Sassi, Sherry Merkur and David McDaid</i>	
two	<i>Supporting effective and efficient policies: the role of economic analysis</i>	19
	<i>David McDaid, Franco Sassi and Sherry Merkur</i>	
three	<i>Measurement challenges in the economic evaluation of public health interventions</i>	33
	<i>Silvia Evers, Marie-Jeanne Aarts and Adrienne Alayli-Goebbels</i>	

Part II	<i>Making the economic case for tackling key risk factors to health</i>	
<i>four</i>	<i>Curbing tobacco smoking</i> <i>Joy Townsend</i>	53
<i>five</i>	<i>Tackling alcohol-related harms</i> <i>Peter Anderson</i>	81
<i>six</i>	<i>Promoting physical activity</i> <i>Michele Cecchini and Fiona Bull</i>	101
<i>seven</i>	<i>Improving the quality of nutrition</i> <i>Corinna Hawkes and Franco Sassi</i>	135
<i>eight</i>	<i>Addressing environmental risks for child health</i> <i>Leonardo Trasande and Zachary Brown</i>	169
<i>nine</i>	<i>Preventing road-related injuries</i> <i>Rob Anderson, David McDaid and A-La Park</i>	191
<i>ten</i>	<i>Protecting mental health, preventing depression</i> <i>Filip Smit, Pim Cuijpers, Ionela Petrea and David McDaid</i>	215
Part III	<i>Broader perspectives on the economics of health promotion and disease prevention</i>	
<i>eleven</i>	<i>Social determinants of health: early childhood development and education</i> <i>Marc Suhrcke and Don Kenkel</i>	237
<i>twelve</i>	<i>Health promotion, disease prevention and health inequalities</i> <i>Cristina Hernández-Quevedo and Helen Weatherly</i>	259
Part IV	<i>Translating evidence into policy</i>	
<i>thirteen</i>	<i>Evidence into policy: the case of public health</i> <i>Michael P. Kelly and Natalie Bartle</i>	279
<i>fourteen</i>	<i>Making an economic case for intersectoral action</i> <i>David McDaid and Matthias Wismar</i>	293
<i>fifteen</i>	<i>The economics of health promotion and disease prevention: the way forward</i> <i>Sherry Merkur, David McDaid and Franco Sassi</i>	313
	Index	325