



During the twentieth century, film came to be seen as a revolutionary technology that could entertain, document, instruct, and transform a mass audience. In the fields of medicine and public health, doctors, educators, health advocates, and politicians were especially enthusiastic about the potential of the motion picture for communicating about health-related topics, including sexually transmitted

diseases, cancer, tuberculosis, smoking, alcoholism, and contraception.

Focusing on the period from the 1910s to the 1960s, this book is the first collection to examine the history of the public health education film in Europe and North America. It explores how a variety of commercial, governmental, medical, and public health organizations in Europe and North America turned to movies to educate the public, reform their health behaviors, and manage their anxieties and hopes about health, illness, and medical and public health interventions. Moreover, by looking at categories of movies as well as individual examples, the book tackles questions of the representativeness of individual films and the relationship between the public health film and other forms of motion picture.

"This collection focuses on an important yet understudied genre of twentieth-century cinema, the utility or message film. *Health Education Films in the Twentieth Century* is likely to be of substantial interest to a wide range of academic specialists in medicine, health, and modern film. Fresh and useful, the volume demonstrates the diverse possibilities of the topic and will spotlight and advance an emergent area of scholarship."


—Nancy Tones, Stony Brook University

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**Front cover images:** Stills from *Rodney*, part of a National Tuberculosis Association campaign to promote X-ray screening. Lucifer Guarnier (director), for the National Tuberculosis Association, 1950. Film Counselors, Inc./National Tuberculosis Association/National Library of Medicine. **Back cover:** A team of scientists attempts to explain alcohol. Still from *To Your Health* (Halas and Batchelor/WHO, 1956).

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