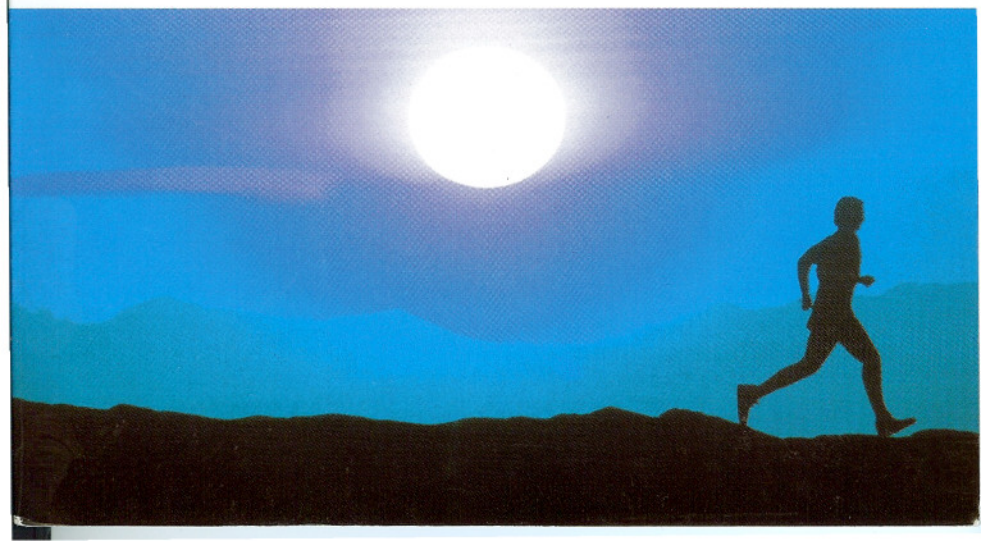




BACK *on* TARGET

Nick Bosanquet and Tony Hockley





Paper No. 37



During 1997 the Social Market Foundation hosted a series of seminars in conjunction with Merck, Sharp & Dohme to investigate the challenges that lie ahead in the development of public health policies in the UK and Europe.

Back on Target draws upon the contributions made during the seminars and identifies key themes for public policy. Above all it notes that public health policy is now able to move from a statement of aspirations to specific policies and targets that are soundly evidence-based.

What are the limits for state action, and what must be left to individuals and independent organisations including private enterprise? In developing and implementing evidence-based policy who will be the sources and communicators of the key information and data, and to what extent will this constitute a vibrant mixed market? What will be the benefits and risks for UK public health policy as the government's agenda for *The New NHS* is put into practice, and how can the government avoid the pitfalls that have trapped its predecessors?

By drawing together the experiences and thoughts of clinicians, academics and policymakers, Professor Nick Bosanquet and Tony Hockley produce important insights into the new direction of public health policy which need to be understood by anyone with an interest in developing and implementing effective policy. As the UK, the European Union, and the WHO seek new directions in public health this book is as timely as it is incisive.

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