



1. Prelude to Prevention

In the First Place
Beyond Brochures
Perverse Incentives
And now, *Prevention Diaries*

Interlude: Cancer

2. Upstream

Rivers and Oceans
At the Pub
Upstream in the Delta
The Nanny State
It's Not Impossible

Interlude: Coney Island

3. It's the Environment

Tennessee as the Innovator in Car Seat Safety
Taking Two Steps to Prevention
MADD

4. We Build Our Environment and Then it Builds Us

Losing the Red Car
Redesigning our Decisions
The End of Parking Meters
Wild Ravines, Lush Meadows, and Wood-filled Work Space
Social Policy in Concrete
The Air-Conditioned Nightmare
Smart Growth
Improvement Without Displacement
La Plage: a Roadway to the Beach
Traffic Calming
The Case for My Dog (and Yours)
Arts As Social Justice

5. The Burden of Unfairness

Zip Codes
The Bond is Broken
Robert Moses: Discrimination by Design
Community Determinants of Health
It Started with an Inhaler
Ed Roberts and the Movement for Equal Rights for People with Disabilities
Unlocking the Trap of Assumptions
Boys Don't Cry
A Movement For Equity

6. Food For Thought

Purple Cauliflower and a Stick of Margarine
Would You Like Soda or Water
Food Justice Can Be Crushed Grapes and Food in the Belly
Where's the Fruit?
The Black Panthers Had it Right
Growing Up with a Chef's Daughter
The Painful Irony of Hunger and Plenty
The Health, Food, and Farm Bill
The Public Right to Know
The Governorator
Taking on Big Soda

Cooking by Colors

7. Injuries Are Not Accidents

Ricky
The “A” Word
Penny the Riveter
What Individuals Can Do
Falls
Making Medicine Safer
If Cigarettes Didn’t Stay Lit
Dangerous Waters
The Barnes Dance
The Problem with Blaming the Driver
Streets Belong to Everyone
Injuries Are Not Accidents

8. Stay Safe

The Full-sized Shotgun
A Coalition Is Needed
Violence is a Learned Behavior
L.A. as an Epicenter
A New Year’s Day
Guns Kill People
Trauma is Making Us Sick
UNITY
We Know What to Do

9. When People Thrive Business Thrives

I Smoke for Smell
For the Love of Commerce
Lunch with the Governor and the Coke Representative
Seventeen
The Consequence of Stuff
When Win-Win Won’t Work
Contradictions on the Road to Incremental Change
Anchoring Neighborhoods
The Business of Health

10. Health Care—A Wide-Angle Lens As Well As a Microscope

The Best Medical Care in the World

The Wallet Biopsy and the Business of Medical Care

The Doctor's Dilemma

The Hungarian Immigrant

Our Treatments Are Killing Us

Drug Ads—The Side Effects Come With Upbeat Music

From Sick Care to a System of Health

Actual Causes

11. It Takes a Flock to Make a Bird Soar

On the Beach

Meeting for Coffee

Creating an Accessible World

What You Can Do

Insisting on Health

Real Impact

Geniuses Prevent

A man was walking along the bank when he noticed someone drowning.

in a and helped the person reach the most immediately, he saw several

need of help. They were fully dressed by not planning to go for a swim.

ly, there were people on the bank assist suddenly

who had been helping began to walk "Hey, where are you going?" shouted

"We need you." "I'm going to see a keep falling into the river," she replied

to point out the danger. The head had a hole in it, and this was the the problem. The woman realized

Prevention

Diaries

THE PRACTICE AND PURSUIT OF HEALTH FOR ALL

Larry Cohen

