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
Every Level at Once: The Spectrum of Prevention

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 Governator
   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
Prevention Diaries

THE PRACTICE AND PURSUIT OF HEALTH FOR ALL

Larry Cohen