

# **CAIE Geography Pre-U**

## **3B: Health Issues**

### **Case Studies**



## The UK government campaigns

### Change 4 Life

Was launched in January 2009 and focuses on prevention and aims to change the behaviour and circumstances that lead to weight gain. It mainly focuses on families and has **reached 99% of targeted families**. During the first 12 months, over **400,000 families joined Change 4 Life**.

### Think!

Is a government campaign that aims to improve road safety standards and reduce the number of road deaths. When it was launched in 2000, road deaths **fell to 3,409 which was the lowest since records began**. The campaigns launched by Think! aimed to educate the population about factors which lead to road deaths. Campaigns included encouraging the use of seat belts, tackling excessive speed, encouraging people to not drink or use drugs whilst driving and discouraging the use of mobile phones at the wheel. In the decade that followed the launch of Think! road deaths in the UK **reduced by 46%**.

### SmokeFree

Smoking is the biggest cause of preventable deaths in England and leads to nearly **80,000 deaths each year**. One in two smokers will die from a smoking-related disease. SmokeFree uses visual adverts that show the effects of smoking to encourage people to stop smoking.

## Malnutrition

### Yemen

The famine in Yemen started in the Spring of 2017 and is threatening over **17 million people**. Over **3.3 million children and pregnant or lactating women are suffering from acute malnutrition**. The famine is also being compounded by an outbreak of **cholera** which is causing **5,000 new cases every day**. In 2017, more than **50,000 children died from starvation**. The famine is as a result of Saudi-Arabian led intervention and blockade. Fishing boats have also been destroyed by airstrikes as well as farms being bombed.

### USA

**48 million people in the USA are classed as food insecure. 85% of Americans lack essential vitamins**. This is due to **hidden hunger** where people get calorie-rich but nutritionally poor food. There are **50,000 emergency food programmes** in the USA and Global Health Corps are working to improve low-income families.

## Pro-natalist Policy in France

### Aims

To encourage more births through the use of incentives to help increase the supply of labour, increase the number of independent economically active citizens to help pay taxes and to prevent vulnerability to military attack.



### Incentives

- **Payment of up to £1064** to couples having their third child.
- Maternity grants
- **Maternity leave on near full pay** for 20 weeks for the first child, 40 weeks for the second and more for the third child.
- Preferential treatment in the allocation of three-bedroom council flats.
- **Full tax benefits** for parents until their youngest reaches 18.
- Three children families receive a **30% reduction on all public transport**.
- Pension schemes for mothers.

### Negatives

- Meets the needs of today but not the future.
- **Not enough land space.**
- **Lack of employment.**
- Small businesses suffer if they have to pay maternity leave.

## China's One-child policy

### Reasons for the policy

To **combat the population explosion** and to **reduce the imbalances between the population's size and the available resources** especially when it comes to food. Also to encourage economic development and improve the standard of living for the population.

### Incentives/mechanisms

**Cash bonuses, improved houses and free education and medical care** for couples who limit themselves to one child. Families also receive **free birth control and family planning advice**. They also introduced age limits and the need for certificates for marriage. Anyone found to house more than one child would be fined and would lose their benefits.

### Successes

The **natural rate of increase declined from 2.2% in the 1970s to 0.5% now**. This has led to an estimated **400 million Chinese people fewer being born between 1970 and 2009**. This reduction during the 1990s was accompanied by a **noticeable rise in GNP**. There was also greater equality for women as their status was enhanced and they were offered more opportunities.

### Issues

- A future **ageing population** and high dependency ratios.
- Shortage of economically active age group.
- A ratio of **117 males to 100 females** among babies from 0 to 4 years old due to gender-selective abortion and the abandonment of female babies.
- By 2020, an estimated 30 million men will be unable to find a wife.
- Women pregnant for the second time are often **coerced or forced into having an abortion**.
- People forced to be sterilised.



- Opposition in rural areas where people required sons to work on the field.
- Indulged boys called **little emperors** who lack social skills and are often arrogant.

### Amendments to the one-child policy

In rural areas, if the first child is a girl then a couple can have a second child. If the first child is unhealthy then the couple can have a second child. If both parents are only children then they can have two children. One-child only applied to the Han majority, not the ethnic minority groups. In 2015, the one-child policy was discarded and couples are now allowed to have two children. Read [this article](#) and [this article](#) on the reforms of the One-child policy.

## Pharmaceutical TNCs

### Branched drugs

Medicines have their generic name which is normally the active ingredient and then their brand name which is the manufacturer of the drug. Testing of drugs usually costs £500,000 and takes 12 years. This means that after the drug is developed the company holds the exclusive rights to the drug for 10 to 12 years. These branded drugs are usually more expensive.

### Drug development

The largest profits come from the sale of branded drugs in developed countries. This means that the **most money for research is spent on drugs to treat diseases of affluence** rather than into tropical diseases in LICs that affect hundreds of millions of people.

### GlaxoSmithKline

GSK is the **3rd largest PharmaTNC in the world**. They mainly target HICs but they also have several programmes that help less developed countries. Since 2008, GSK has been **running trials of a vaccine against malaria**. It has also committed itself to lower the prices of some of its drugs that they sell in LICs to make them more affordable. After the events in Haiti, GSK **committed £250,000 to the British Red Cross to fund mass sanitation units** that will prevent water-borne diseases from spreading.

## Tobacco TNCs

Watch [this video](#) on tobacco farming in the USA.

### Advantages of tobacco TNCs in Malawi

- Provides a very large source of income which accounts for  **$\frac{2}{3}$  of Malawi's yearly income**.
- **75% of the population is dependent on tobacco farming**.
- Tobacco farming stops people from being involved in crime.
- Provides employment for women.
- Tobacco TNCs **provide 40,000 people with clean water**.



## Disadvantages of tobacco TNCs in Malawi

- **Children often employed.**
- Workers often **die from tobacco poisoning.**
- **High dependency** on the tobacco industry means that if the TNC were to leave the people would be left without any reliable source of income.
- Many farmers choose to grow **tobacco rather than food.**

## WHO

### About

Strive to combat diseases both communicable diseases such as influenza and non-communicable diseases such as cancer. More information on WHO can be found [here](#).

### WHO in the Yemen

Nearly **20 million people (which is two-thirds of the population) need health assistance.** The same number are **food insecure.** More than half of all deaths in Yemen are due to non-communicable diseases.

WHO has **increased access to healthcare to 8.8 million people.** With Unicef in 2018, they also **vaccinated over 5 million people against cholera, Diphtheria, measles and rubella.** WHO **treated over 12,000 severely malnourished children** with complications.

### WHO in disease control and humanitarian emergencies

**Reducing morbidity and mortality due to communicable diseases in populations affected by humanitarian emergencies.** They also provide technical support and operational services for the surveillance, prevention, control and monitoring of communicable diseases in humanitarian emergencies.

## NGOs

### Medicins Sans Frontieres (MSF)

Provide **medical assistance to people affected by conflict, exclusion from healthcare, disasters or epidemics.** They can act quickly in emergencies due to their pre-packaged disaster kits and presence in many countries across the world. They are normally the first on the ground in emergencies. More information on MSF can be found [here](#).

### WaterAid

**1 in 9 people worldwide don't have access to clean water close to home and 1 in 3 people don't have a decent toilet of their own.** In 2016, WaterAid reached **24.9 million people with clean water, 16.7 million people with good hygiene and 24 million people with decent toilets.** More information on WaterAid can be found [here](#).



## Bill and Melinda Gates Foundation

The foundation focuses on improving people's **health and wellbeing** and helps to lift people in developing countries **out of extreme poverty and hunger**. In the US they work to ensure that all people can access the opportunities they need to succeed both in school and in later life. The Bill and Melinda Gates Foundation work with partners to provide effective drugs, vaccines and diagnostics and also to develop innovative approaches to deliver health services to those people who need it the most. More information on the Bill and Melinda Gates Foundation can be found [here](#).

## Haiti Cholera Outbreak, 2010

### Cause

Peacekeepers who arrived **after the 2010 earthquake** from Nepal discharged their waste into the rivers which were the primary source of water for thousands of people. These UN Peacekeepers had picked up cholera from working in Nepal and as the population lacked exposure to cholera it spread quickly and infected many people. **In 2002, Haiti ranked 147 out of 147 for water security** and **37% of the population lacked access to adequate drinking water**.

### Impacts

**9000 people died** and there was tension between the UN and the Haitian community as the UN refused to admit it was their fault. In December 2016, the UN finally admitted they were the source of the cholera outbreak and they promised to **spend \$400 million to aid water supply**. However, as of March 2017, only 2% had come through.

### Management

In **2013 an oral cholera vaccination campaign** was started in two locations and water sanitation was improved. Between **2017 and 2018 there was a decrease in Cholera of 67%**.

