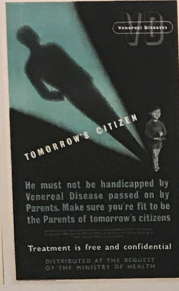
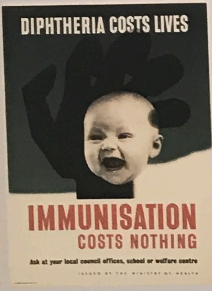
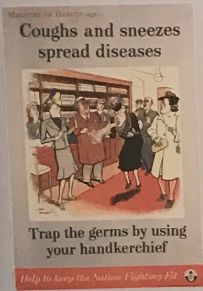


# War to Welfare 1939-1959

Government intervention in public health went even further during the Second World War. Food shortages and rationing necessitated nationwide campaigns about the nutritional value of foods, and how to grow and cook them.

A Ministry of Information was established the day after war began. Public health campaigns were delivered through mass communication methods, usually factual in style and patrician in tone.

Wartime plans for a national health service, free for all at the point of use, resulted in the first NHS services launching on 5 July 1948. An emphasis on disease prevention and health education remained, but the treating of sickness with new surgical procedures, 'miracle' drugs and vaccines emerged.



1942  
Beveridge Report recommends a compulsory social insurance scheme to provide healthcare, schooling, sickness and unemployment benefit for all.

1939-1945  
Government takes control of food supply, hospitals, and all public communications during the Second World War.

1946  
Central Office of Information replaces the wartime Ministry of Information, acting as Government's marketing and communications agency.

1946  
Public Health Laboratory Service established to coordinate research in bacteriological, disease control, and venereal.

1947  
Nurses' board with balance concerns to adjust high fee increases.

1948  
First day of the new National Health Service.

1948  
World Health Organisation established.

1953  
Francis Crick and James Watson announce discovery of DNA.

1954  
Food rationing finally ends.

1954  
Television Act passed, leading to the creation of TV channels to broadcast programmes.

1955  
First UK television advert airs for 300 Glaxo babybuds.

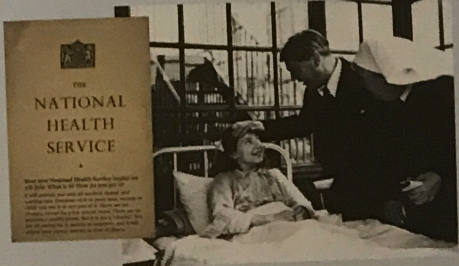
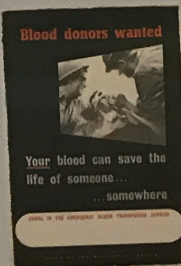
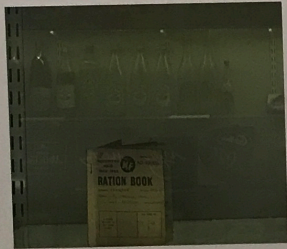
1956  
All three-year-old children are offered vaccination against diphtheria, tetanus, and whooping cough.

1956  
Health Act introduced.

1958  
The number of hospital in-patients reaches a record.

1940s  
Average life expectancy  
• Men - 63 years  
• Women - 68 years  
Infant mortality  
• 57 deaths per 1,000 live births  
Average family size  
• 2.36 children

1954  
• Television Act enables commercial TV channels  
1946  
• Cinema admissions at all-time high of 1.6 billion  
Number of TV licences:  
1948 \_\_\_\_\_ 50,000  
1959 \_\_\_\_\_ 9 million

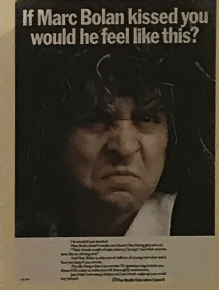


# Age of Aspiration 1960-1985

Britain emerged from post-war-austerity into an era of growing wealth and optimism. Cutting edge technology and research had profound effects for medicine and public health. Attention began to shift from treating the diseases of poverty to those of affluence.

For the first time, smoking was recognised as seriously damaging to health, and the first steps to educate and legislate against it were taken.

Convincing people to take personal responsibility for following a healthier lifestyle needed more sophisticated messaging. From the late 1960s, government deliberately adopted professional journalistic and advertising techniques in its public health policy with the formation of the Health Education Council.



1960  
First UK Airway Transit

1961  
Guides discontinued

1962  
First Centre of Pharmacy public health training involving home care

1964  
Cancer Research Campaign, Public Health Commission and Advertising and Promotional Agency, Health Education

1964-1978  
Services introduced for television, radio, cinema, television, press, posters and leaflets

1965  
TV adverts for cigarettes banned

1967  
Abortion and Family Planning Acts introduced, sexual health

1971  
Dove and the Village Soapbrand

1973  
First UK based commercial radio stations begin broadcasting

1978  
First UK film, 'The Last Tango in Paris'

1978  
America's National Aeronautics and Space Administration is a general flight sign

1980  
Spax 'report' that high mortality rates have been overcome, growth

1980  
Guidelines published

1983  
First one-off flight

1983  
Planning guidelines in all main metropolitan areas

1960s  
Average life expectancy  
• Men - 68 years  
• Women - 74 years  
Infant mortality  
• 22 deaths per 1,000 live births  
Average family size  
• 1.95 children

1973  
• First UK commercial radio stations begin broadcasting  
• Cinema admissions at all-time low of 54 million  
Homes with TVs:  
1960 \_\_\_\_\_ 11 million  
1985 \_\_\_\_\_ 20.6 million

