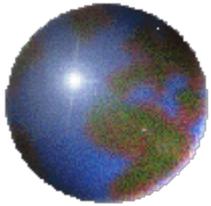


# *Values, Ethics, and Sustainability*

1

*Lecture #2*



**Colin L. Soskolne, PhD**  
**Professor of Epidemiology**  
**School of Public Health**  
**University of Alberta**  
**Edmonton, Alberta**

**URL: [www.colinsoskolne.com](http://www.colinsoskolne.com)**

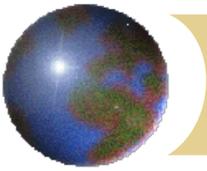
**Edmonton Lifelong Learners Association (ELLA)**

**--- Course Number EL 21 ---**

**University of Alberta, Education South 165, April 30-May 11, 2012**

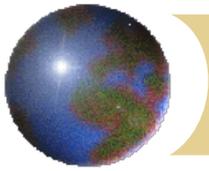
**David Thompson will teach the last week (May 14-18, 2012)**





# *Influences and pressures*

- ✦ **From funding sources to peer review**
- ✦ **From the questions we ask through access to data**
- ✦ **From study design to data analysis and interpretation**
- ✦ **From dissemination to job security**



# *Manufacturing Doubt*

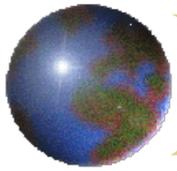
✚ **D. Michaels, *Doubt is their Product*, 2008**  
(Oxford University Press)

✚ **D. Davis. *The Secret History of the War on Cancer*, 2007** (Basic Books)

✚ **By increasing uncertainty, the policy-maker's ability to implement health policy is made all the more difficult ...**

→ *subversion and ambushing of science*



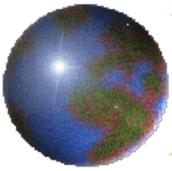


# The 'Four D's' - Institutional

Applied to scientists studying that which does not support the status quo:

- ⊕ **Deny** – *blame the victim*
- ⊕ **Delay** – *maintain the status quo*
- ⊕ **Divide** – *create uncertainty, foment dissent*
- ⊕ **Discredit** – *undermine your credibility*
  - ⊕ [ **Dismiss** ] [ **Death** – Meryl Streep in the movie **Silkwood** ]





*“Industry’s offensive against the regulation of health and safety hazards uses academics to downplay or deny the seriousness of the hazards...”*

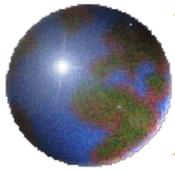
**J. of Public Health Policy  
September, 1983**

TEFLON?...  
LINKED TO BIRTH  
DEFECTS?

DON'T WORRY,  
THE ACCUSATION  
WON'T STICK.



MAYS  
Edmonton  
Journal

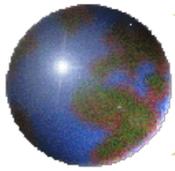


# *Five Stages of Grief - personal*

*Elizabeth Kübler-Ross, 1969, "On Death and Dying"*

- ✦ Denial: *It can't be happening!*
  - ✦ Anger: *Why me? It's not fair!*
  - ✦ Bargaining: *Just let me live to see my children graduate!*
  - ✦ Depression: *I'm so sad, why bother with anything?*
  - ✦ Acceptance: *It's going to be OK!*
- 
- ✦ **Laying blame**: *it's someone else's fault*





# *Libertarian Values*

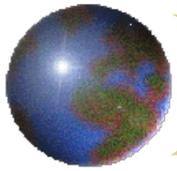
*... in the USA*

*The individual's right to  
“life, liberty and the pursuit  
of happiness”*

*Declaration of Independence*

*Benjamin Franklin, Thomas Jefferson,  
... John Locke (1776)*





# *Egalitarian Values*

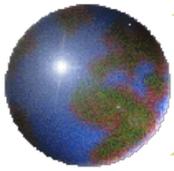
*... in France*

✚ *Liberty, Equality, and Fraternity*

*“If they cannot afford to eat bread,  
let them eat cake”*

**Louis XVI and Marie Antoinette  
The French Revolution (1789-1792)**





# *Communitarian values*

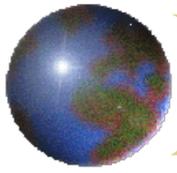
*... in Canada*

*Greater focus on **community**  
through “Peace, order and  
good government”*

*Constitution Act*

*“Fathers of Confederation” (1867)*

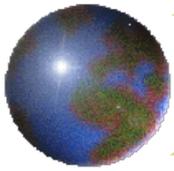




# Distinguish between

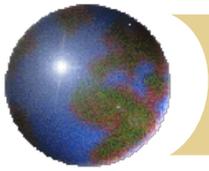
## Rights *and* Duties





## ✚ True meaning of “economic well-being”

- ✚ Reclaim it to mean the well-being of the “household” (not the “global economy”) putting the economy above all else
- ✚ Move away from GDP/GNP as the single-most important measure of “economic/social well-being” (incapable of measuring that which provides meaning in life, including happiness)



*Questions?*

