

THE DEPARTMENT OF ANTHROPOLOGY PRESENTS
THE ANNUAL KASSEN LECTURE

"BIG PHARMA, BIG FOOD,
AND THE MANAGEMENT OF THE
GLOBAL OBESITY EPIDEMIC."

SUSAN GREENHALGH

John King & Wilma Cannon Fairbank Research Professor
of Chinese Society in the Department of Anthropology at Harvard

Professor Greenhalgh's work seeks to understand the emergence of new forms of scientific governance in the context of rapid shifts in global and local political economies. Her current work is on the global obesity epidemic. In *Fat-talk Nation: The Human Costs of America's War on Fat* (2015), she draws on the narratives of young Californians to uncover the hidden workings and effects of what began as a public health campaign but soon mushroomed into a society-wide war on fat. Since 2013 Greenhalgh has turned her attention to global health, asking how the notion that China faces an urgent epidemic of obesity arose and how the epidemic is being managed.

FRIDAY, NOVEMBER 2, 2018

5:00 - 6:00 PM

Mather Memorial, 201

Light refreshments provided.



COLLEGE OF
ARTS AND SCIENCES

CASE WESTERN RESERVE
UNIVERSITY

VISIT US: anthropology.case.edu

EMAIL: anthropology@case.edu

Department of Anthropology, Mather Memorial 238
11220 Bellflower Road, Cleveland, Ohio 44106-7125