SPRING 2020 Doctoral Course HIST 78400 (for PhD and MALS students) and PH 695 (MPH) and 895 (Doctoral) Interdisciplinary Perspectives on Corporations, Health and Democracy, 1900 to the Present: Modern Capitalism and the Fate of Health SPRING 2020

Tuesdays, 4:00 -5:50 pm Distinguished Professors Nicholas Freudenberg (Public Health) and Gerald Markowitz (History). E-mail: Nick.Freudenberg@sph.cuny.edu and gmarkowitz@jjay.cuny.edu. Class at CUNY Graduate School of Public Health and Health Policy at 55 West 125th Street, a 90 second walk from the 2-3 stop at 125th Street.

Overview: How does 21st century capitalism influence health and how has its impact on health changed since 1900? To answer these questions, this course presents students with historical, epidemiological and sociological perspectives on the impact of corporations on population health. It reviews how changes in capitalism influenced patterns of health and diseases in the United States and how globalization, financialization, technological changes and neoliberalism changed how capitalism and corporations shaped living conditions. Through in-depth interdisciplinary investigations of selected industries, products and practices from the last 120 years, students will analyze the changing pathways and mechanisms by which corporate practices influence the health of consumers and workers and of the environment in the United States and globally. It will also consider the roles of governance, democratic principles, the public health community and civil society in efforts to control harmful practices. Among the topics to be studied are the changing roles of food, pharmaceutical, health care, automobile and chemical industries on the health of workers, consumers, communities and planetary well-being. Students will write an in-depth case study of a specific industry or product. Masters and doctoral students will have different assignments for this class. The class is open to doctoral students in public health, history, sociology, psychology, geography, political science and related disciplines and Masters students in public health, liberal studies, or related academic or professional programs.

The course considers these questions:

1. How have the roles of the public sector and of markets changed in setting the rules for acceptable corporate practices since 1900? What role have democratic processes played in these changes?

2. How have corporations interacted with the public health system and public health governance since 1900? What is the impact of these varying patterns of interaction on health, the environment and democracy?

3. How has globalization influenced the health impact of corporations?

4. How have industries used—and misused—science in addressing public concerns about the health effects of their practices?

5. What are the pathways by which corporate practices such as product design, marketing, campaign contributions, sponsored research and lobbying affect population health?

6. What strategies are used to reduce adverse health impact of corporations? How effective are they?
### Program Competencies

This course will help you to:

1. Describe the role of social, political, biological, economic, historical, behavioral and environmental factors in health and disease in urban settings and identify opportunities for interventions to improve population health at individual, community, city and policy levels
2. Apply concepts, theories and methods from two or more disciplines to the study of urban health
3. Design etiological intervention or policy research studies that contribute to new knowledge about urban health
4. Demonstrate familiarity with scientific and professional literature and main scientific questions for at least two current public health issues or population groups
5. Understand the ethical dilemmas posed by many public health issues and apply the highest ethical standards to their own public health research and practice.
6. Apply historical and emerging scientific theories and paradigms to develop research aims and methods.
7. Critically analyze research for appropriateness of study design, sample, measures, data analysis, results, interpretation and dissemination.

### Course Learning Objectives

After successfully completing this course, you are expected to be able to:

1. Describe changing political, economic, social and technological influences on corporate practices in the 20th and early 21st centuries,
2. Analyze the impact of various corporate practices on health over time and space and on democracy,
3. Describe the pathways by which corporate practices such as advertising, product design, retail distribution and pricing influence health and the environment,
4. Compare the health consequences of production and consumption,
5. Describe and critique various methods for assessing health consequences of various industries, companies and products,
6. Discuss the contributions of various disciplinary perspectives to understanding the health impact of corporations, and
7. Analyze and assess the effectiveness of various strategies (e.g., regulation, education, social mobilization, corporate responsibility, etc.) in changing corporate practices that influence health.

### Assessment Methods

Competencies and learning objectives will be assessed as part of the following course assignments:

The main assignment for the course a written analysis of the health impact of a set of corporate practices in a particular industry. This paper is expected to demonstrate mastery of the course learning objectives.
Course Assignments

Students are expected to attend and participate in in-person and online classes.

Students are expected to submit monthly written progress reports on class projects.

Students are expected to post three written assignments on the Bb Discussion Board.

Students submit a final paper

Students present their final paper to the class.

PhD and DrPH students have additional reading and writing assignments as specified in syllabus

Grading

Evaluation criteria

All assignments will be assessed based upon a rubric below. Specific information about grading criteria will be distributed with the assignment. The relative weight of each course component is as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tr>
<td>Monthly Progress Reports (3 at 5 points each)</td>
<td>15%</td>
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<tr>
<td>Class Participation (in class and online)</td>
<td>10%</td>
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<tr>
<td>Discussion Board Posts 3</td>
<td>10%</td>
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<tr>
<td>Project Presentation</td>
<td>10%</td>
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<tr>
<td>Paper</td>
<td>50%</td>
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<td>End of class Reflection</td>
<td>5%</td>
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The grading system for the course follows guidance

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Quality Points</th>
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<tbody>
<tr>
<td>A+</td>
<td>4.0</td>
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<tr>
<td>A</td>
<td>4.0</td>
<td>92.5 - 97.4</td>
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<tr>
<td>A-</td>
<td>3.7</td>
<td>90.0 - 92.4</td>
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<tr>
<td>B+</td>
<td>3.3</td>
<td>87.5 - 89.9</td>
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<tr>
<td>B</td>
<td>3.0</td>
<td>82.5 - 87.4</td>
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<tr>
<td>B-</td>
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<td>80.0 - 82.4</td>
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<tr>
<td>C+</td>
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<td>77.5 - 79.9</td>
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<td>C</td>
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<td>F</td>
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<td>&lt;70</td>
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**Class Project**

The main project for the class is a case study that describes a designated practice of a company or industry; analyzes its social, economic and political causes; and assesses its impact on health of consumers, workers or others. The paper also suggests strategies to reduce the harm of this practice. On February 11th, students present a possible topic to the instructors and class and submit to instructors a 2 paragraph proposal for the semester project that includes: a description of the public health problem you propose to investigate, the relevant sector or industry, and the practice or policy you will be investigating. On February 18th, students come to class with a list of 5 references relevant to proposed semester project and describe to instructors their plans for further reading and research. By March 17, a detailed outline and summary of semester paper should be emailed to instructor, who will review this draft with student on the March 24th meeting. A second near final draft should be submitted to instructor by May 2nd, and the final paper is due is Thursday May 12. Students will give an oral presentation of their paper on May 5th or 12th.

**Assignment Due in class on January 28:** Read one of the books on the Book Review List at the end of this syllabus (pp. 18-19) and write and submit a two page paper(single spaced, 12 pt. font, 1” margins) summarizing and critiquing the book and assessing its relevance to the task of understanding the impact of corporations on health and/or democracy. **Sign up for your book at this link xxxxxx before reading**, one student per book, first come first serve.

**Session Readings**. Note: Required readings are for all Masters and doctoral students. In addition, doctoral students are required to read supplementary articles with * and one other listed reading. Masters students are encouraged to read at least one supplementary reading.


**Required:**
- Freudenberg N. Chapter 1 At What Cost(draft).

**Supplementary:**
- Sell SK, Williams OD. Health under capitalism: a global political economy of structural pathogenesis. Review of International Political Economy. 2019 Sep 6:1-25.* Note asterisked articles are required for doctoral students in this and all other sessions

Two main text books will be distributed free in class at first session.

**Feb. 4 – A Framework for the Study of Corporations and Health**

**Required:**
• Freudenberg, Lethal but Legal, Chapters 1 and 2

**Supplementary:**
• Freudenberg, The Manufacture of Lifestyle: The Role of Corporations in Unhealthy Living Available on Blackboard

Feb. 11 – **Defining Class project** – Student Presentations Proposals
Write a 2-paragraph proposal for your semester project to submit in class today. It should include: a description of the public health problem you propose to investigate, the relevant sector or industry or sector, the practice or policy you will be investigating, and the research question(s) you propose to answer in your paper. The class handout lists some examples from previous semesters.

**Required**
• Freudenberg, Lethal but Legal Chapters 3 and 4

**Supplementary**

**Assignment:** With another student review and discuss one of the websites listed on the handout Sources of Information on Corporations and Health and prepare a joint 1-page
handout (and post on Bb) and 2-minute class presentation assessing the strengths and weaknesses of this information source for this class.

Feb 18 Individual/Small Group Meetings with instructor (to be scheduled February 11 in class, to take place at GC or SPH )

Required

- Friedman M. “The social responsibility of business is to increase its profits,” The New York Times Magazine, September 13, 1970. Available at:
  http://www.colorado.edu/studentgroups/libertarians/issues/friedman-soc-resp-business.html
- Freudenberg, Lethal but Legal, Chapters 5.

Supplementary

- Delobelle P, Sanders D, Puoane T, Freudenberg N. Reducing the Role of the Food, Tobacco, and Alcohol Industries in Noncommunicable Disease Risk in South Africa. Health Educ Behav. 2016 Apr;43(1 Suppl):70S-81S.


Required:

  http://www.ploscollections.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001235
  jsessionid=415D7371022EF9730DDBC7204FBAC5AC

Supplementary:

Mar. 3 – Toxins in the Workplace and Community: The Cases of Lead and Asbestos

Required:
- Markowitz G, Rosner D. *Deceit and Denial: The Deadly Politics of Industrial Pollution*, Chapters 2 - 3 (pp. 36-107)

Supplementary:
- Markowitz G, Rosner D. *Lead wars*, chapters 1 and 2, to be distributed in class.*
- Dauvergne P. *The Shadows of Consumption: Consequences for the Global Environment*, Chapters 7,8,9,10 (pp. 67-93)
- Chronological List of Articles related to the Health Effects of Asbestos

In class exercise: Using Toxic Docs (20 minutes with take home assignment related to project)

Mar. 10 – Health Care and Pharma: How Profit Shapes Health Care

Required:
- Freudenberg, Lethal but Legal Chapter 6

Supplementary:
In class exercise: Using Open Secrets at the Center for Responsive Politics as a research tool. (class exercise with short take home assignment related to project)

Mar. 17 – Corporations and Toxins: From Community Contaminants to World Wide Pollutants: Plastics, Chemicals and PCBs

Required:
- Markowitz G and Rosner D, *Deceit and Denial: The Deadly Politics of Industrial Pollution*, Chapters 5, 6 and 7 (pp. 139-233).

Supplementary:
- Spears, E.G., “Baptized in PCBs: Race, Pollution and Justice in an All-American Town,” Introduction, pp. 1-17; Chapter 6: pp. 119-146 On Blackboard

Mar.24 – Individual small group meetings with instructors (to be scheduled on March 17, to take place at GC or SPH)
- Freudenberg, Lethal but Legal, Chapters 7 and 8
- Find one article not on class reading list that you have found helpful in your research for this courses and post on Blackboard Discussion Board Bibliography post with 1 or 2 sentences about what you found useful

March 31 – Autos and Climate Change

Required:
  http://jpubhealth.oxfordjournals.org/content/33/2/160.full.pdf+html

  http://jpubhealth.oxfordjournals.org/content/23/2/91.long


**Supplementary:** (During Spring break all students are expected to read one of articles below (Doctoral students two) and post 2 sentences on Discussion Board about the policy relevance of the article you read, e.g., what you think policy makers should do with the evidence in this article.


• Ladd, B. Autophobia: Love and Hate in the Automobile Age, Intro.; Chaps 1, 2

• Snell B. How General Motors Deliberately Destroyed Public Transit. Available at: http://www.lovearth.net/gmdeliberately_destroyed.htm

• Span G. *"Paving the way for Buses—The Great GM Streetcar Conspiracy. Available at: http://www.baycrossings.com/Archives/2003/03_April/paving_the_way_for_buses_the_great_gm_streetcar_conspiracy.htm

  http://www.ppic.org/content/pubs/report/r_310lbr.pdf

• Larson C. China’s Ma Jun on the Fight To Clean Up Beijing’s Dirty Air Environment 360, April 2012.
  http://e360.yale.edu/feature/chinas_ma_jun_on_the_fight_to_clean_up_beijings_dirty_air/2515/

Apr. 7 – No class – Classes meet on Wednesday schedule

Apr. 14 – No class - Spring Break

**Apr. 21 Global Health Governance in 21st Century Capitalism**
Required:
- Gostin LO. The Lancet commission on global health law: the transformative power of law to advance the right to health. The Journal of Global Health Science. 2019 Jun 1;1(1).

Supplementary

Class assignment: You are a representative of the management one of the corporations you are investigating for your class project. Come to class prepared to give a 2-minute talk describing in specific how your company and industry contribute to democracy and health.

April 28—The Role of Social Movements in Changing Corporate Practices: The Labor and Environmental Justice Movements

Required:
- Markowitz and Rosner, Deceit and Denial, Chapters 8 and 9, (pp. 234-286)

Supplementary:
- Barbara Allen, Uneasy Alchemy: Citizens and Experts in Louisiana’s Chemical Corridor Disputes, Chapters 1 and 6 (pp. 1-17; 151-162)
May 5 – Student Presentations  Students present on final project to class

May 12 – Student Presentations

May 19 Individual/Small Group Meetings with Instructors for Final Feedback

Submit in class a 2-page single spaced essay reflecting on how this course has influenced your academic, professional or political goals.

Other Class Information

Withdrawal
If an emergency arises, the student must immediately notify the instructor and agree upon a course of action, especially if the student is unable to complete the course. Students are permitted to officially withdraw from courses without academic penalty generally up until the 10th week of class. The specific policies and dates for withdrawal are available online. Only the student (not the instructor or staff) may officially withdraw from a course. Failure to officially withdraw may result in an “unofficial withdrawal” (WU), which is equivalent to a grade of F, or 0 averaged into your GPA.

Grade of incomplete
Incomplete final grades will not be granted unless the request is justified by legitimate and documented emergencies. The granting of an incomplete grade is at the discretion of the instructor; there is no absolute right to a grade of incomplete. In the case that an incomplete grade is granted, the student must negotiate and prepare a signed contract with the instructor specifying the terms and timeline for completion of all outstanding work.

Grade appeals
When a student considers a final course grade unsatisfactory, the student should first confer with the instructor within the first three weeks of the following semester. If the student is still not satisfied, the student should promptly contact the Campus Director in writing giving the factual reasons and basis for the complaint. This appeal must be submitted within the first five weeks of the semester following receipt of the grade.

Course Policies

Attendance and class participation
Expect to actively contribute to the discussion and complete and submit all assignments by posted due dates. Missed assignments or lack of discussion participation not only affect the individual student, but they also affect the class as a whole due to the high degree of interaction within the course. Grades for interactive communication are based on a rubric that includes the number, tone, and content of your contributions and the attitude you display towards others.

Late/incomplete submission of assignments
Late or incomplete assignments are not accepted.
Expectations of students

- Be familiar with college academic policies and deadlines, including but not limited to policies regarding academic standing, academic integrity, grading, and academic calendar.
- Know how to use library resources and citation tools.
- Show respect to everyone in the course.
- Be fully prepared to actively participate in discussion.
- Complete all assignments by their assigned due date.
- No credit for assignments suspected of plagiarism or cheating.
- Be held accountable for all material assigned/covered in the course.
- Regularly check the course website and official university email for course correspondence.
- Contact the professor directly with personal questions and concerns related to the course.
- When in doubt, ask questions and clarify course assignments and expectations.

Expectations for the instructor

- Provide regular announcements, reminders, and suggestions on the course website
- Monitor, ask follow-up questions, and answer questions presented during discussion
- Respond to student email within 24-36 hours Monday through Friday.
- Grading and feedback on assignments within 1 week of the due date.
- Communication about grades and progress in the course will be given through the course website.

Accessibility

Support services and accommodations are available to provide students with disabilities greater accessibility to the academic environment. Those eligible include students with mobility, visual and hearing impairments. It also includes students with learning disabilities, psychiatric disorders or any medical condition that limits one or more of life’s basic functions. Please let the instructor know at the beginning of the semester if a student has special accommodations that are necessary for class sessions, exams or presentations.

Academic integrity

CUNY regards acts of academic dishonesty (e.g. plagiarism, cheating on exams, obtaining unfair advantage, and falsification of records and official documents) as serious offenses against the values of intellectual honesty. The Graduate Center and the School of Public Health are committed to enforcing the CUNY Policy on Academic Integrity and will pursue cases of academic dishonesty.
Suggested Reading List, Corporations, Health and Democracy


Brandt AM. The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product that Defined America.

Bullard RD, ed., The Quest for Environmental Justice: Human Rights and the Politics of Pollution, San Francisco: Sierra Club, 2005,

Chandler, AD Jr., Mazlish B, eds. Leviathans: Multinational Corporations and the New Global History. Cambridge, UK: Cambridge University Press, 2005; (pp. 1-11); chapter 1 (pp. 19, 24-44); Chapter 2 (pp. 45-79); Chapter 3 (pp. 81-103).


Cooper PJ, The War Against Regulation: From Jimmy Carter to George W. Bush Lawrence: University of Kansas Press, 2009,

Dauvergne, The Shadows of Consumption: Consequences for the Global Environment, Chapters 3, 4, 5, 6 (pp. 33-64).


Ladd, B. Autophobia: Love and Hate in the Automobile Age, Intro.; Chaps 1, 2

Larson C. China’s Ma Jun on the Fight To Clean Up Beijing’s Dirty Air Environment 360, April 2012. http://e360.yale.edu/feature/chinas_ma_jun_on_the_fight_to_clean_up_beijings_dirty_air/2515/


http://www.ploscollections.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001252;jsessionid=415D7371022EF9730DDBC7204FBAC5AC


www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.0050106


Snell B. How General Motors Deliberately Destroyed Public Transit. Available at: http://www.lovearth.net/gmdeliberately_destroyed.htm

Span G. “Paving the way for Buses—The Great GM Streetcar Conspiracy. Available at: http://www.baycrossings.com/Archives/2003/03_April/paving_the_way_for_buses_the_great_gm_streetcar_conspiracy.htm


Young A, Eisler P. Some neighborhoods dangerously contaminated by lead fallout USA Today. Posted 4/20/2012 http://www.usatoday.com/news/nation/story/2012-04-20/smelting-lead-contamination-soil-testing/54420418/1


Books for Book Review

Write and submit on January 28, our first class, a two-page paper (single spaced, 12 pt. font, 1” margins) summarizing and analyzing one of the books listed below and assessing its relevance to the task of understanding the impact of corporations on health and democracy. Our goal in this first assignment it to give you a chance to gain more in-depth knowledge of the workings of corporations as they affect health and democracy, to give you insights that you can share with other class participants over the semester, and to give us a chance to give you early feedback on your writing. No book can be read by more than two students, the list is on Google Docs, first come first serve. (Link)


Block F. Capitalism: The Future of an Illusion. University of California Press, 2018


Cooper PJ, The War Against Regulation: From Jimmy Carter to George W. Bush Lawrence: University of Kansas Press, 2009,


Mayor C. Firm Commitment: Why the corporation is failing us and how to restore trust in it, 2013.


Otero G. The Neoliberal Diet. Healthy Profits. Unhealthy People Austin, Texas: University of Texas Press, 2018,


