Making it Better: Lorraine Greaves

Lorraine Greaves is a medical sociologist and Senior Investigator at the British Columbia Centre of Excellence for Women’s Health in Canada and its former Executive Director from 1997–2009. She has worked in academic, government, education and NGO settings. Dr. Greaves is an international expert in women’s tobacco use, sex and gender in research and gendered policy and programming. She has published numerous books including the award-winning Smoke Screen: Women’s Smoking and Social Control (1996), Highs and Lows: Canadian Perspectives on Women and Substance Use (with Poole, 2007), Becoming Trauma-Informed (with Poole, 2012), Designing and Conducting Sex, Gender and Health Research (with Oliffe, 2012) Making it Better: gender transformative health promotion (with Pederson and Poole, 2014) and Transforming Addiction: gender, trauma and transdisciplinarity (with Poole and Boyle, 2015). She was the recipient of an Honorary Doctorate in 2007 from the University of Ottawa for her work improving women’s health.

Gender transformative health promotion can improve the health of both women and men, by seeking to change negative gender norms as well as improve health. But seeking improved health and decreased gender inequity at the same time often eludes health promotion planners and policy makers, leading to exploitation of gender norms and relations to achieve better health. Lorraine Greaves (with Ann Pederson and Nancy Poole) has recently released a book, Making It Better: gender transformative health promotion (CSPI, 2014), that discusses the potential and practicalities of a new way of looking at health promotion that address both gender and equity. Lorraine Greaves will also discuss Doing it Better: gender-transformative public health messages guidelines, a manual written for the Australian Women’s Health Network (2014), that applies these concepts to the Australian context.

Wednesday, 17th December 2014
2.30 to 3.30pm
Melbourne School of Population and Global Health
Level 5, Room 515, 207 Bouverie Street, Carlton

RSVP not required.
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