

Call for Contributors

Title:

Fighting Cancer and Promoting Smoking in the UK, its Colonies and Commonwealth, 1920s-1970s

Rationale and Scope:

By the 1920s, the British empire was the primary driver of global tobacco through British-American Tobacco Corporation (BAT Co.), whilst also, along with its Commonwealth, beginning to take seriously the fight against cancer. The simultaneous promotion of smoking and cancer control continued well into the 1970s. This volume focusses on this tension and contradiction between health and profit, which extended across the UK and its colonies and Commonwealth. Its temporal centre is the 1950 landmark publications by Doll and Hill in the UK, and Wynder and Graham in the US, proving that smoking causes lung cancer, which became the foundations for the tobacco control movement. It will cover the period before 1950, when evidence of harm was more limited and BAT Co. was—in the words of Howard Cox—the first truly global corporation and an arm of the British empire. It will also cover the period after the link between smoking and cancer was known, including cases that look at both periods, in order to explore whether and how the tension between fighting cancer and promoting smoking continued even with this knowledge.

The volume seeks to explore how fighting cancer developed in the UK, its colonies and the Commonwealth, alongside the simultaneous promotion of smoking. This tension and contradiction will be at the heart of the various cases explored, from the UK, its various colonies, and the members of the Commonwealth. The volume will seek to answer broad questions. How did the anti-cancer effort in the UK transfer to its colonies and Commonwealth? How did it develop alongside the simultaneous promotion and encouragement of smoking? How was smoking promoted and encouraged in the UK, its colonies and Commonwealth? Did the inherent tension and contradiction affect the fight against cancer, weaken or delay tobacco control measures, and in turn further sustain the rate of smoking? Did this tension in turn even lead to increased smoking in certain colonies after 1950?

These and other questions will be answered in this volume. The editors emphasise that a key consideration in our selections will be balance: balance between cases relating to the UK, its colonies and Commonwealth, with as wide a global geographical reach as possible; and balance across the entire period, giving no greater focus on any one period over another.

Editors:

Andrekos Varnava, FRHistS, FRSA, is Professor in British Imperial and Colonial Histories at Flinders University, South Australia and an Honorary Professor in History at De Montfort University, Leicester. He has authored four monographs: *Assassination in Colonial Cyprus in 1934 and the Origins of EOKA* (Anthem Press, 2021); *British Cyprus and the Long Great War, 1914-1925: Empire, Loyalties and Democratic Deficit* (Routledge, 2020); *Serving the Empire in the Great War: The Cypriot Mule Corps, Imperial Loyalty and Silenced Memory* (Manchester University Press, 2017); and *British Imperialism in Cyprus, 1878-1915: The Inconsequential Possession* (Manchester University Press, 2009). He has edited/co-edited 16 collections, most recently: *Popular Culture and its Relationship to Conflict in the UK and Australia since the Great War* (Routledge, 2023); *New Perspectives on the Greek War of Independence: Myths, Realities, Legacies and Reflections* (Palgrave, 2022); *Exciting War: The British Empire and the 1918-20 Moment* (Manchester University Press, 2022); and *After the Armistice: Empire, Endgame and Aftermath* (Routledge, 2021). He has published over 65 articles/chapters, including in *Historical Journal* (2014), *English Historical Review* (2017), *The Journal of Modern History* (2018), *Historical Research* (2014, 2017, 2022), *Contemporary British History* (2019), *Social History of Medicine* (2020), *International History Review* (2021) *Immigrants & Minorities* (2022), *Journal of Imperial and Commonwealth History* (2023) and *Labor History* (2023).

Thomas Kehoe, PhD, MPH, is the historian and head of heritage at Australia's peak cancer charity, Cancer Council Victoria, and is Research Fellow in the School of Historical and Philosophical Studies at the University of Melbourne. He is lead industry-based investigator on the Australian Research Council Linkage grant 'Cancer Culture' (2022-2025) led by Professor Andrew May, which explores the history of public health campaigns to control tobacco and skin cancer in Australia. Tom has far-reaching research interests in governance and institutions, and has published two monographs, *The Art of Occupation* (Ohio University Press, 2019) and *Cancer Data for Good* (Palgrave, 2022), and two edited collections with Bloomsbury (2020) and Emerald (2021). He has also published in a range of high-ranking journals, including the *Journal of Interdisciplinary History* (2016), *Business History* (2019), *Social Science History* (2020), the *European Journal of Criminology* (2022), and most recently *Health Promotion International* (2023).

Yianni Cartledge, is a PhD candidate at Flinders University, under the supervision of Professor Andrekos Varnava. His PhD thesis, titled 'Aegean Islander Migration to the UK and Australia, 1815-1945: Emigration, Settlement, Community Building and Integration', explores the migration of Aegean Islanders to the UK and Australia during the nineteenth and early-twentieth centuries. Yianni's research interests include migration and the migrant experience, diaspora studies, Mediterranean histories (particularly the British and Ottoman Empires), and the history of modern Greece. An article from his Honours thesis was published in *Historical Research* in 2020. His first edited collection is *New Perspectives on the Greek War of Independence* (Palgrave Macmillan, 2022). He has also published in the *Australian Dictionary of Biography* (2021), in an edited collection by the *PHA SA* (2022), and in the journal *Cerae* (2022). He has two forthcoming works (2024), an article in

Australian Historical Studies on the 1916 secret census of Greeks in Australia (with Varnava), and a volume with Brill on *Forced Migration* to Britain and the British Empire (with Varnava & Evan Smith).

Proposals:

If you believe that you can contribute a chapter, please send an abstract (up to 250 words) and biography (up to 150 words) to Professor Andrekos Varnava, Dr Thomas Kehoe and Yianni Cartledge by 11 March 2024. On 18 March 2024 all those who submitted proposals will be notified of the result, and the book proposal will be sent to Oxford University Press. Contributors will have until the end of 31 October 2024 to submit a full draft of their chapter. They will receive feedback within 2 weeks and have a further 2 weeks to revise, before submitting the final version by 2 December 2024, with a view to the book being published in 2025.

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