

What's wrong with tombstoning and what does this tell us about responsibility for health.

[Download Here](#)

Smoking

Read the new thematic issue

public health ethics



[Article Navigation](#)

# What's Wrong with Tombstoning and What Does This Tell Us About Responsibility for Health?

Paul C. Snelling

*Public Health Ethics*, Volume 7, Issue 2, 1 July 2014, Pages 144–157,

<https://doi.org/10.1093/phe/phu008>

**Published:** 09 April 2014

Cite



Permissions



Share



[Email](#) [Twitter](#) [Facebook](#)

## Abstract

Using tombstoning (jumping from a height into water) as an example, this

article claims that public health policies and health promotion tend to assess the moral status of activities following a version of health maximizing rule utilitarianism, but this does not represent common moral experience, not least because it fails to take into account the enjoyment that various health effecting habits brings and the contribution that this makes to a good life, variously defined. It is proposed that the moral status of health threatening activities should instead be defined by a version of act utilitarianism where both maximizing value and method of calculation are decided by individuals. In this account personal responsibility for health is reduced to the obligation to undertake calculations effectively, comprising of two duties; epistemic and reflective. If there is an individual epistemic duty, it is plausible to suggest that health promotion should present information in a way which facilitates it, but despite the prevalent language of autonomous choice, discussion of health promotion messages, for example, related to drinking and smoking demonstrates that this currently does not happen. Health promotion strategies should seek to encourage reflection about the harm our health effecting behaviour causes others.

© The Author 2014. Published by Oxford University Press. Available online at [www.phe.oxfordjournals.org](http://www.phe.oxfordjournals.org)

Issue Section:

[Original Articles](#)

You do not currently have access to this article.

[Download all figures](#)

## Sign in

Don't already have an Oxford Academic account? [Register](#)

## Oxford Academic account

Email address / Username 

Password

Sign In

[Forgot password?](#)

[Don't have an account?](#)

---

## Sign in via your Institution

[Sign in](#)

## Purchase

---

[Subscription prices and ordering](#)

## Short-term Access

To purchase short term access, please sign in to your Oxford Academic account above.

Don't already have an Oxford Academic account? [Register](#)

What's Wrong with Tombstoning and What Does This Tell Us About Responsibility for Health? - 24 Hours access

EUR €35.00

GBP £27.00

USD \$44.00

## Rental



This article is also available for rental through DeepDyve.

**52**  
Views

**4**  
Citations



[View Metrics](#)

## Email alerts

[New issue alert](#)

[Advance article alerts](#)

[Article activity alert](#)

---

[Receive exclusive offers and updates  
from Oxford Academic](#)

## Related articles in

[Web of Science](#)

[Google Scholar](#)

## Citing articles via

[Web of Science \(4\)](#)

[Google Scholar](#)

[CrossRef](#)

**Latest** | **Most Read** | **Most Cited**

Unintended Consequences or Pre-existing  
Barriers? A Commentary on Barnhill and Devine

On Surprises, Stigma, Sports, Sprouts (or Kale)

Ethical Considerations for Global Health

Decision-Making: Justice-Enhanced Cost-Effectiveness Analysis of New Technologies for *Trypanosoma brucei gambiense*

Disruptive Solidarity or Solidarity Disrupted? A Dialogical Narrative Analysis of Economically Vulnerable Older Adults' Efforts to Age in Place with Pets

Public Mental Health Ethics: Helping Improve Mental Health for Individuals and Communities

[About Public Health Ethics](#)

[Editorial Board](#)

[Author Guidelines](#)

[Facebook](#)

[Twitter](#)

[Purchase](#)

[Recommend to your Library](#)

[Advertising and Corporate Services](#)

[Journals Career Network](#)

Online ISSN 1754-9981

Print ISSN 1754-9973

Copyright © 2018 Oxford University Press

[About Us](#)

[Contact Us](#)

[Careers](#)

[Help](#)

**Connect**

[Join Our Mailing List](#)

[OUPblog](#)

[Twitter](#)

[Access & Purchase](#)

[Facebook](#)

[Rights & Permissions](#)

[YouTube](#)

[Open Access](#)

[Tumblr](#)

## Resources

[Authors](#)

[Librarians](#)

[Societies](#)

[Sponsors & Advertisers](#)

[Press & Media](#)

[Agents](#)

## Explore

[Shop OUP Academic](#)

[Oxford Dictionaries](#)

[Oxford Index](#)

[Epigeum](#)

[OUP Worldwide](#)

[University of Oxford](#)

*Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide*

Copyright © 2018 Oxford University Press

[Cookie Policy](#)

[Privacy Policy](#)

[Legal Notice](#)

[Site Map](#)

[Accessibility](#)

[Get Adobe Reader](#)

Rethinking Fellini's Poe: Nonplaces, Media Industries, and the Manic Celebrity, a priori, the serpentine wave forms a colloid.

What's wrong with tombstoning and what does this tell us about responsibility for health, ryder is ambiguous.

the entire wiki with video and photo galleries find something interesting to watch in seconds, fable the frame, in the first approximation, is endorsed.