### Disease characteristics

* Prevalence
* Invisible, visible, shocking
* Unrecognised, diagnosed, pathologised
* Curable, treatable, disabling, fatal
* Chronic, intermittent, acute
* Contagious, infectious, non-communicable

### "Victim" characteristics

* Unlike "us", like "us"
* Far, near
* Unpopular, unremarkable, cute
* Guilty, partly responsible, innocent

### Human influencers

* Patient advocates and activists
* Media
* Voters
* Technocrats
* Politicians
* Big Pharma
* Other commercial interests

### Infrastructural influences

* Sanitation
* Housing and environment
* Medicine and technology
* Health system

**>>>>> >>>>> >>>>> >>>>> TIME >>>>> >>>>> >>>>> >>>>>**