

Social and Behavioral Sciences 2021 Dean's Distinguished Lectureship

Keynote in Anthropology

Whiteout: How Racial Capitalism Changed the Color of Heroin in America

Helena Hansen

Professor and Chair of Research Theme in Translational
Social Science and Health Equity at UCLA's
David Geffen School of Medicine

3:30 - 5:00pm (ET), Friday, April 23, 2021

Register Here

This talk draws from Hansen's forthcoming book *Whiteout: How Racial Capitalism Changed the Color of Heroin in America*. *Whiteout* deploys ethnographic and historical analysis of pharmaceutical manufacturers, regulators, neuroscientists and addiction physicians to track technologies of whiteness in neuroscience, pharmaceutical development, regulation and marketing, that stem from drug policies that date back over a century. Based on a decade of participant observation, interviews and archival research, *Whiteout* updates theories of racial capitalism to reveal how biotechnological industries are driven by white consumption rather than black labor.



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