Commercial Determinants of Health

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"Marmot's focus on the social determinants of health needs to be matched with an equal concern for the commercial determinants

Context: a global risk society

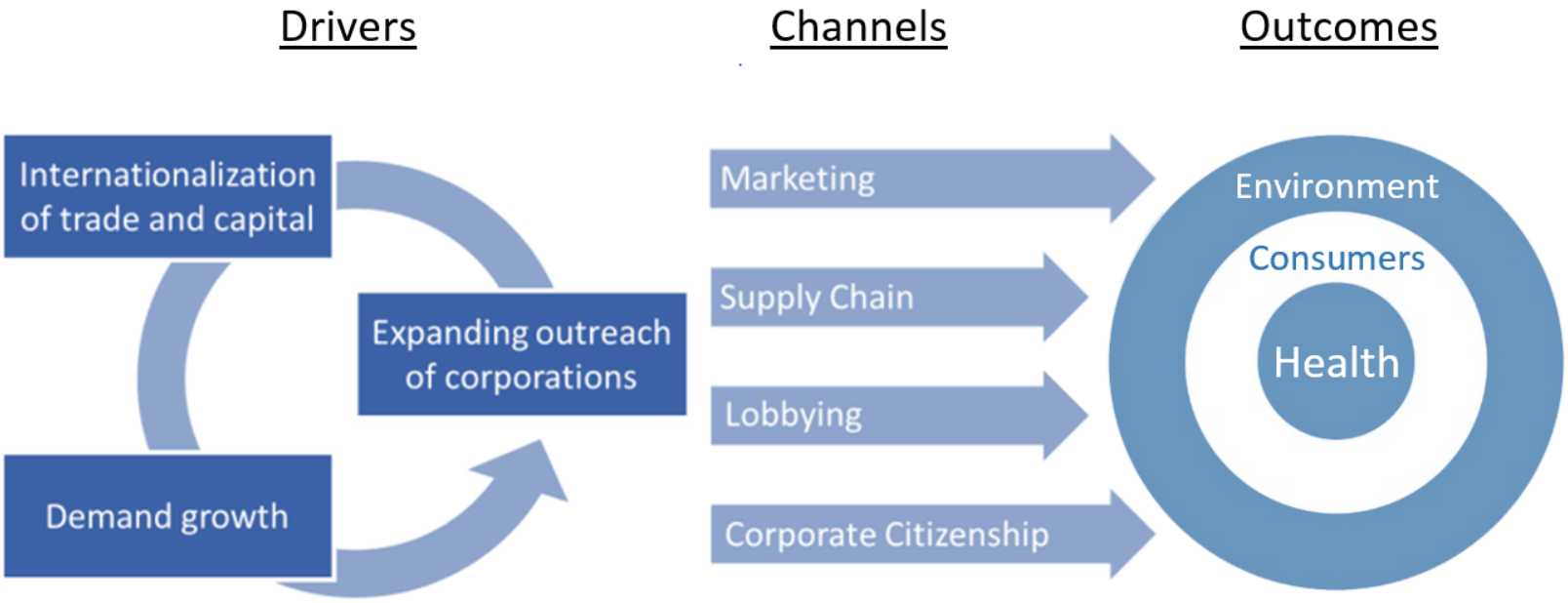
Global consumer society – unsustainable production and consumpti

Rio+20

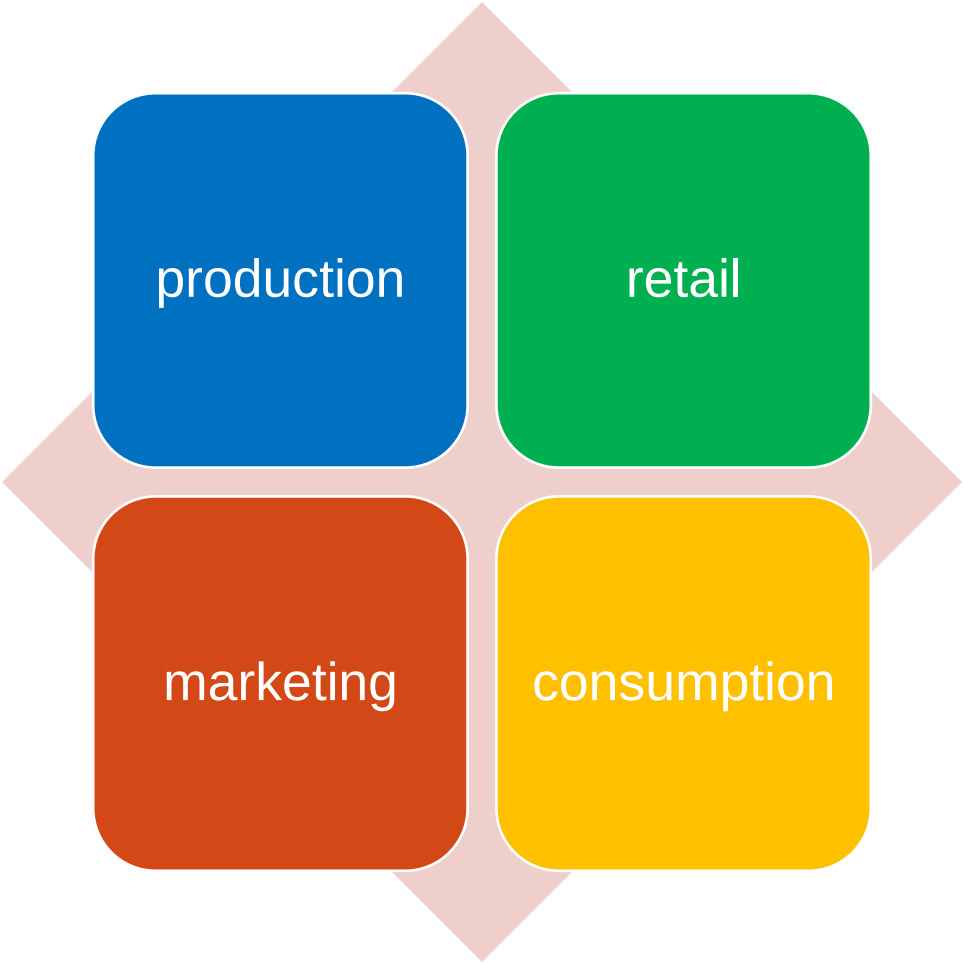
SDG 12

Consumer society MORE

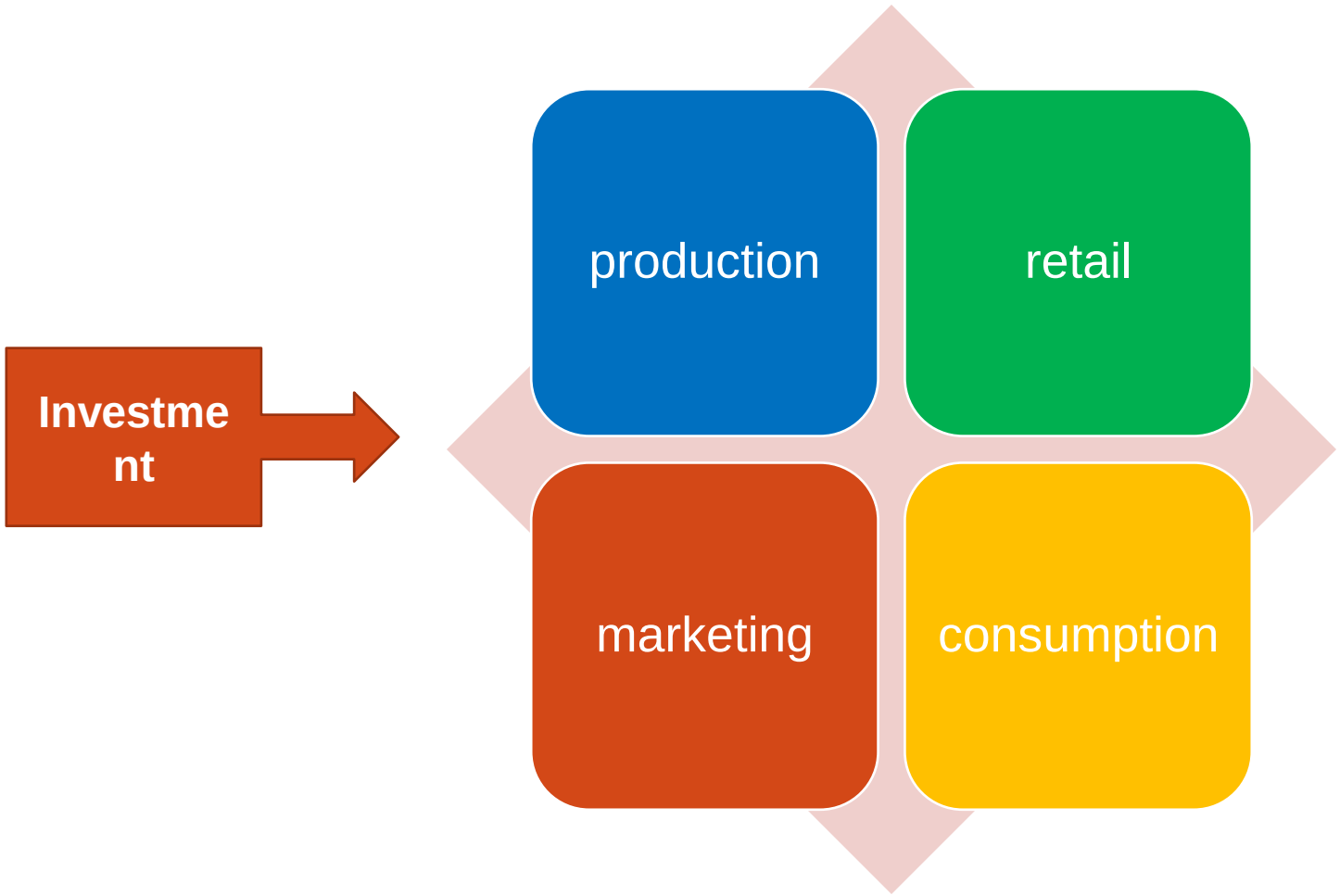
Dynamics of CDOH



The drivers



The drivers



Food system as a prism

City of Vancouver, 2009

The promotion of a more sustainable, healthier, and more equitable food system is a primary public health goal and key to the environmental agenda.

From a public health and health promotion perspective, the long standing concern with nutrition and diet must be widened to an approach that is concerned with the **food system** in its many dimensions

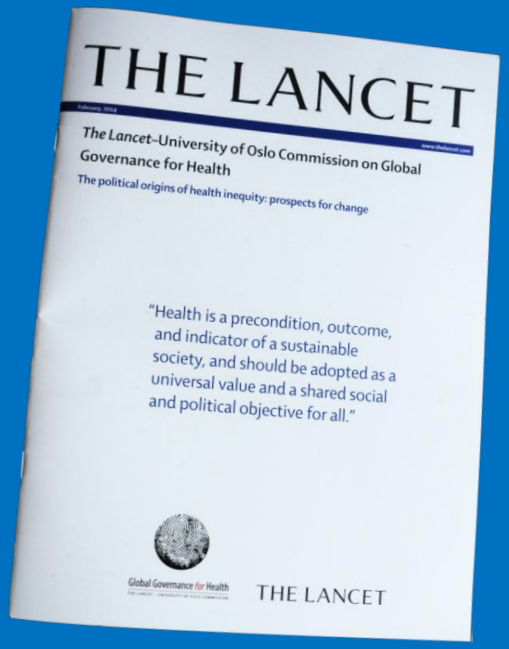
Power of the corporate sector - Unhealthy commodity industries

- Over the past decade sales of packaged foods around the world have jumped by 92%, to $2.2 trillion this year. In Brazil, China and Russia sales are three to four times their level in 2002.
- Sales of soft drinks across the world have more than doubled in the past decade, to $532 billion; in India, Brazil and China sales of fizzy drinks have more than quadrupled. This is troubling, given that sugary drinks accounted for at least 20% of America's

Corporate consumption complex

- **Alcohol**
- **Automobiles**
- **Firearms**
- **Food and beverage**
- **Pharma**
- **Tobacco**

- N. Freudenberg



Commercial Determinants

Promoting consumption at the expense of health and wellbeing Kickbusch 2014

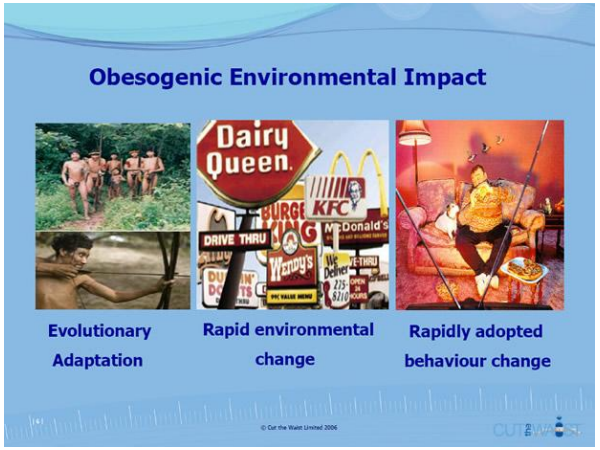
Strategies and approaches used by the private sector to promote products and choices detrimental to health

(Kickbusch et al 2016)

Unhealthy commodity industries
Commercial determinants
Industrial epidemics
Communicated diseases

Commercial determinants

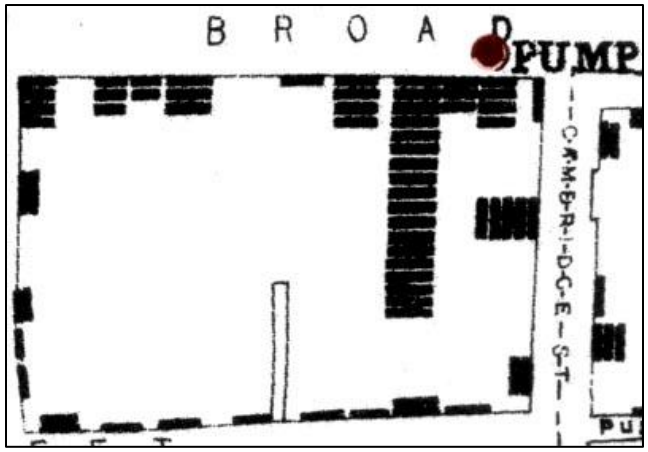
Toxic products	Toxic environment	Toxic marketing

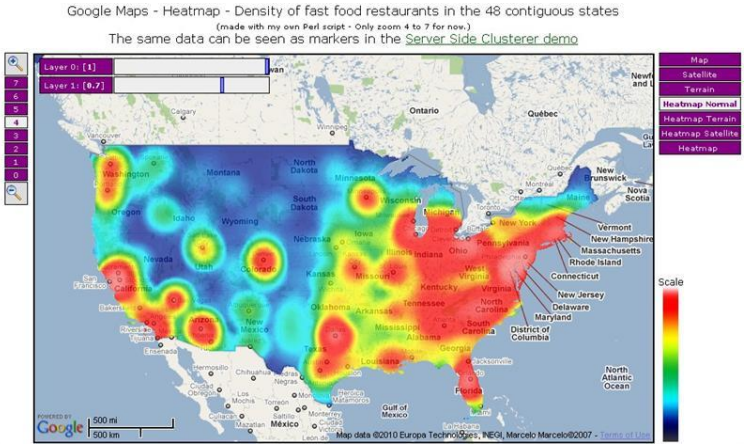


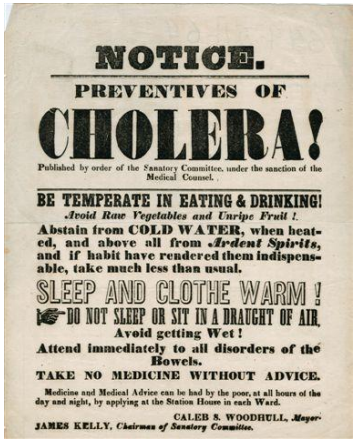
Ubiquity – 24/7

- „our strategy is to be everywhere“
- Consumer culture - ubiquity
- The corporate intrusion into public space

The new epidemiology







NOTICE.

PREVENTIVES OF

CHOLERA!

Published by order of the Sanatory Committee, under the sanction of the Medical Counsel.

BE TEMPERATE IN EATING & DRINKING!

Avoid Raw Vegetables and Unripe Fruit!.

Abstain from COLD WATER, when heated, and above all from *Ardent Spirits*, and if habit have rendered them indispensable, take much less than usual.

SLEEP AND CLOTHE WARM!

DO NOT SLEEP OR SIT IN A DRAUGHT OF AIR.

Avoid getting Wet!

Attend immediately to all disorders of the Bowels.

TAKE NO MEDICINE WITHOUT ADVICE.

Medicine and Medical Advice can be had by the poor, at all hours of the day and night, by applying at the Station House in each Ward.

CALEB S. WOODHULL, *Mayor.*

JAMES KELLY, *Chairman of Sanatory Committee.*

Sanitary Revolution

HIAP Revolution

The next frontier of global politics

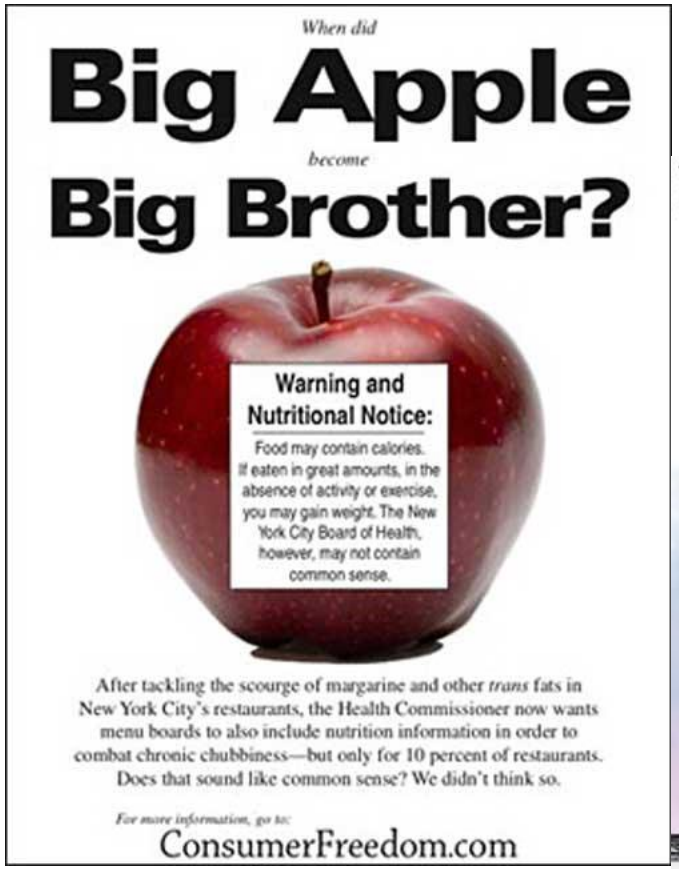
- The economics of the food system are a part of geopolitics and global reconfigurations of power
- The food and nutrition industry is one of the largest industries in the world: 10% of global gross domestic product, which makes for about $4.8 trillion.
- Food crises have become matters of security and foreign policy: strategic threat of lack of food and water
- The liberalization and globalization of the food market have strengthened industrial food production. Large scale food producers, traders and retailers have become important p[illegible]ket

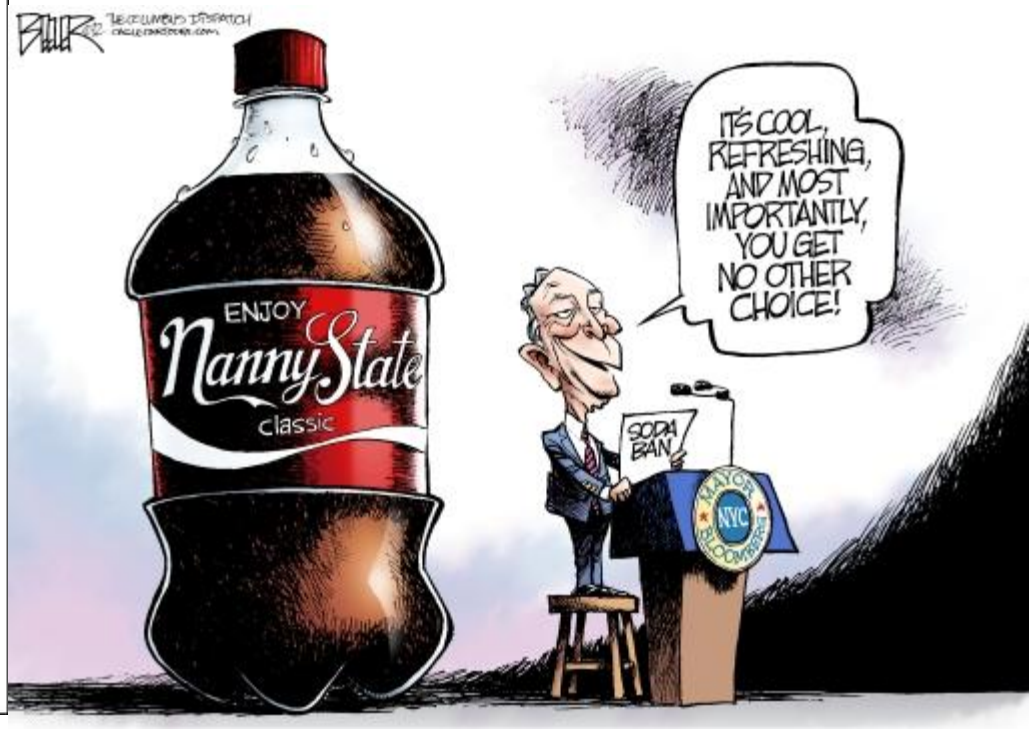
Choice

It has become common practice to turn health issues into a fundamental debate about individual freedom and choice.

Responsibility of companies?

- **Can companies become a force for health – follow demand? Create demand for health?**


When did
Big Apple
become
Big Brother?
Warning and Nutritional Notice:
Food may contain calories. If eaten in great amounts, in the absence of activity or exercise, you may gain weight. The New York City Board of Health, however, may not contain common sense.
After tackling the scourge of margarine and other trans fats in New York City's restaurants, the Health Commissioner now wants menu boards to also include nutrition information in order to combat chronic chubbiness—but only for 10 percent of restaurants. Does that sound like common sense? We didn't think so.
For more information, go to:
ConsumerFreedom.com


ENJOY
Nanny State
classic
IT'S COOL, REFRESHING, AND MOST IMPORTANTLY, YOU GET NO OTHER CHOICE!
SODA BAN
MAYOR BLOOMBERG
NYC

Responsibility of consumers…..?

- **“The most political act we do on a daily basis is choosing what to eat”**

- ***Professor Jules Pretty, University of Esse***

Health Literacy

The capacity and ability to make choices for health in everyday life

POLITICAL CHOICE

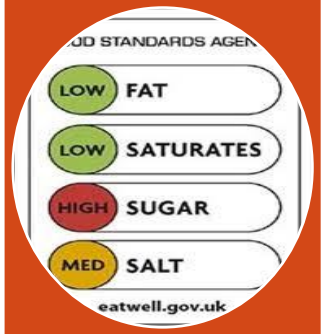
What works: apply to food

Nutella tax France salt tax Finland

Standards for canteens, cafeterias

Restrict marketing to children

Change norms portion sizes



Food labelling

Address multiple effects of commercialization

Responsibility of governments

Health is a political choice