

# 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  
consumption**

**Rio+20**

**SDG 12**

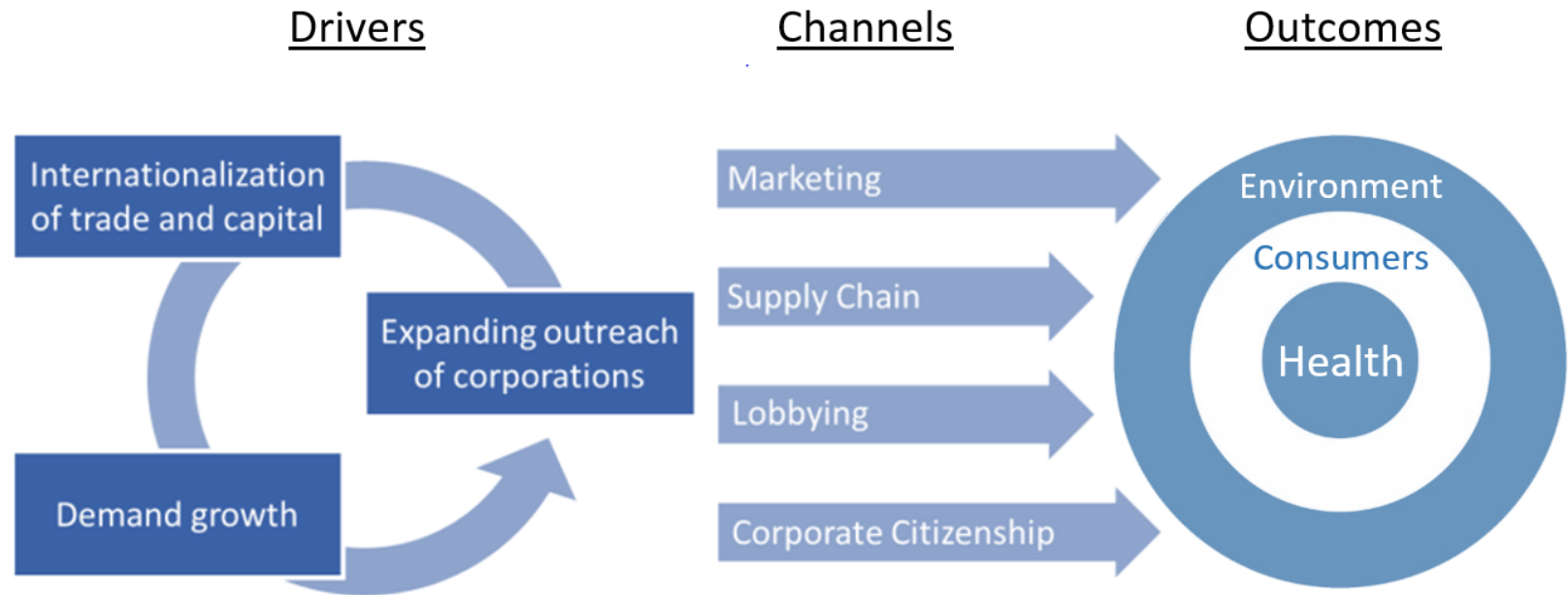


Consumer society

MORE



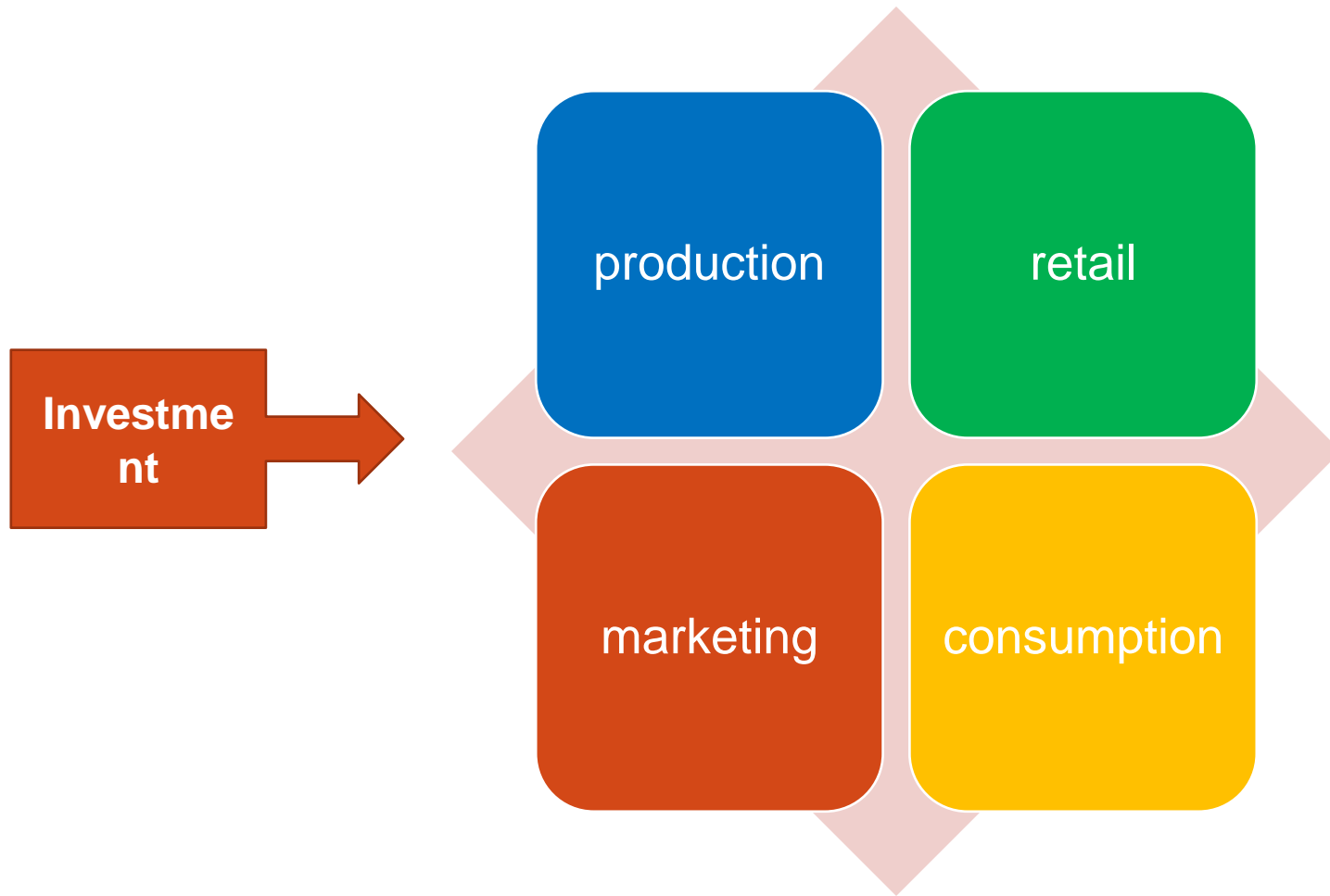
# Dynamics of CDOH



# The drivers



# The drivers



# Food system as a prism



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

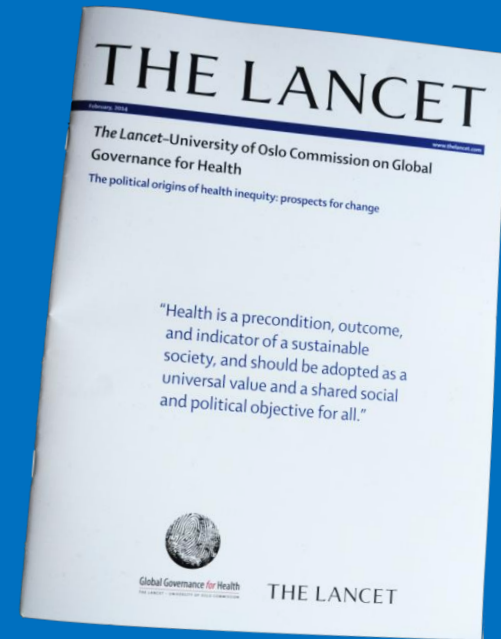


# Power of the corporate sector - Unhealthy commodity industries

- 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)



# Commercial determinants

Toxic products

Toxic environment

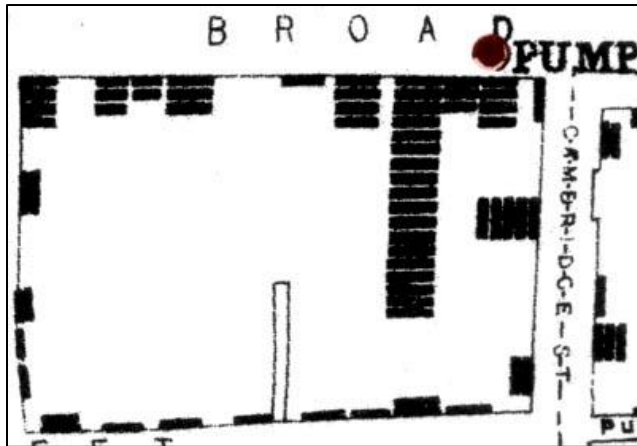
Toxic marketing



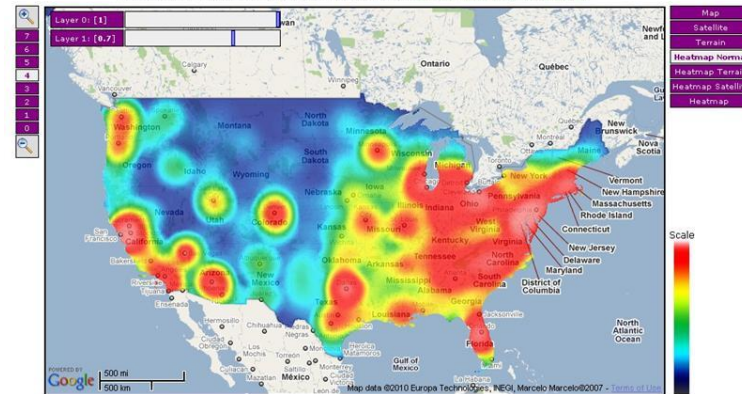
# Ubiquity – 24/7

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

# The new epidemiology



Google Maps - Heatmap - Density of fast food restaurants in the 48 contiguous states  
(made with my own Perl script - Only zoom 4 to 7 for now.)  
 The same data can be seen as markers in the [Server Side Clusterer demo](#)



**NOTICE.**  
**PREVENTIVES OF**  
**CHOLERA!**  
 Published by order of the Sanitary Committee, under the sanction of the Medical Council.

**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 Sanitary 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 players in the global market





# Choice

KICKBUSCH 2017

*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?

**MORE SALADS, LESS SALT: THE PLEDGES**

 <ul style="list-style-type: none"> <li>■ Will run trials on frying oil containing less saturated fat and reduce saturated fat in sauces</li> <li>■ Introduce Char-grilled Chicken Fillet Strips with salt reduced by 13% and no artificial colours or preservatives</li> <li>■ Introduce fresh apple based dessert</li> </ul>	 <ul style="list-style-type: none"> <li>■ Launch new fruit and veg options for children</li> <li>■ Run trials on 100% fruit smoothies in Happy Meals</li> <li>■ Offer Big Macs without sauce and fries without salt</li> </ul>	 <ul style="list-style-type: none"> <li>■ Reduce salt in its tortillas, fillets, mini-fillets and Original Recipe chicken</li> <li>■ Reduce saturated fat in sauces by March 2009</li> <li>■ Offer products without sauces</li> </ul>	 <ul style="list-style-type: none"> <li>■ Will reduce menu items high in fat, salt and sugar</li> <li>■ Run trials on lower fat/salt products</li> <li>■ Publish nutritional information on website</li> </ul>	 <ul style="list-style-type: none"> <li>■ Introduce a range of low-fat subs in partnership with Heart Research UK</li> <li>■ Cut salt levels in all subs by an average of 15% by June 2009</li> <li>■ Stop offering to add salt to subs made at the counter</li> </ul>
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At Coca-Cola, we believe active lifestyles lead to happier lives. That's why we are committed to creating awareness around choice and movement, to help people make the most informed decisions for themselves and their families. Coca-Cola commits to:

- 1 Offer low- or no-calorie beverage options in every market.
- 2 Provide transparent nutrition information, featuring calories on the front of all of our packages.
- 3 Help get people moving by supporting physical activity programs in every country where we do business.
- 4 Market responsibly, including no advertising to children under 12 anywhere in the world.

*Coca-Cola*  
Find out more about our commitments at [www.coca-cola.com](http://www.coca-cola.com)

When did  
**Big Apple**  
become  
**Big Brother?**

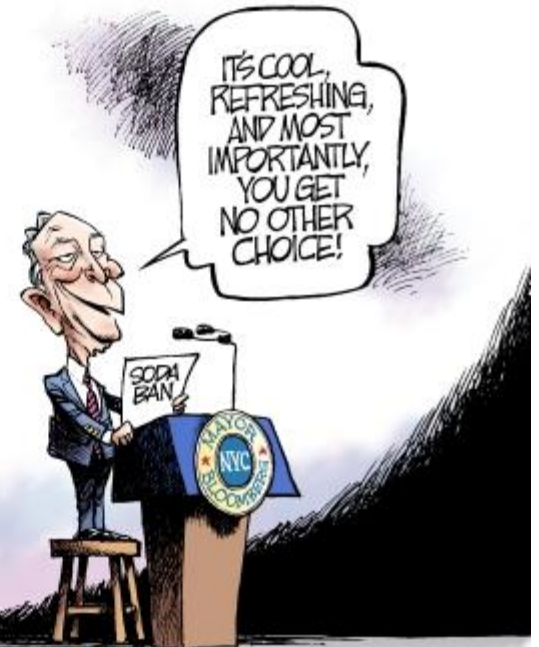


After tackling the scourge of margarine and other *trans* fats in New York City's restaurants, the Health Commissioner now wants menu boards to also include nutrition information in order to combat chronic chubbiness—but only for 10 percent of restaurants. Does that sound like common sense? We didn't think so.

For more information, go to:

[ConsumerFreedom.com](http://ConsumerFreedom.com)

FAIR  
THE CELLULOSE DISPATCH  
CIVILLIBERTIES.COM



# Responsibility of consumers.....?

- **“The most political act we do on a daily basis is choosing what to eat”**
- *Professor Jules Pretty, University of Essex*



# Health Literacy

The  
capacity  
and ability  
to make  
choices for  
health in  
everyday

KICK (EUS) 2017  
life





# POLITICAL CHOICE

# What works: apply to food



Nutella tax  
France  
salt tax  
Finland



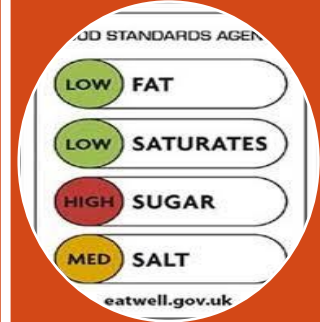
Standards for  
canteens,  
cafeterias



Restrict  
marketing  
to  
children



Change  
norms  
portion  
sizes



Food  
labelling

← Address multiple effects of commercialization →



# Responsibility of governments

**Health is a political  
choice**

