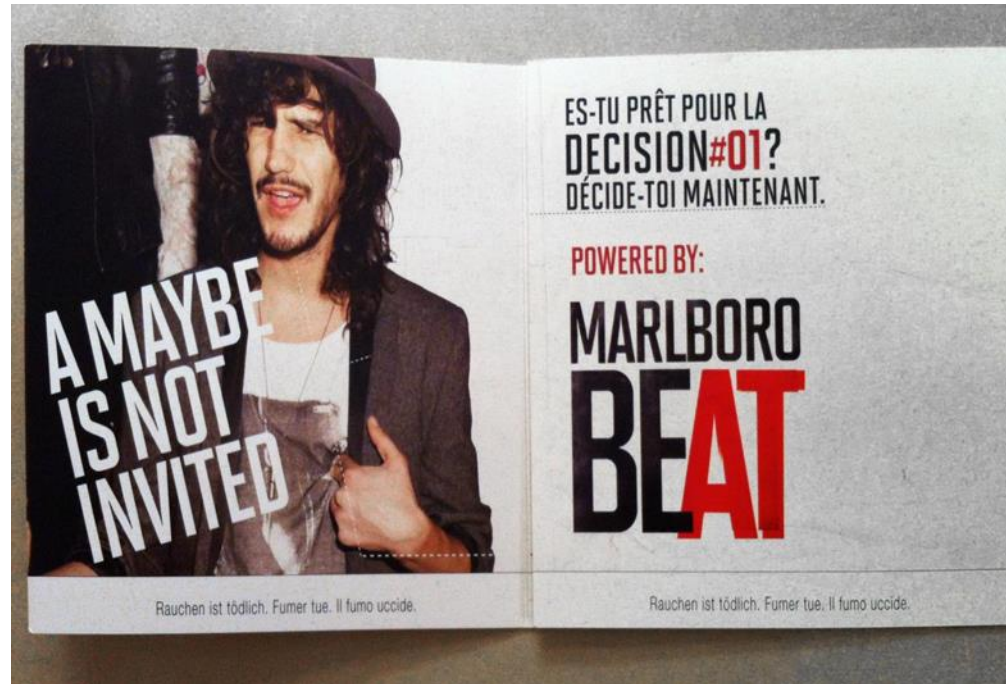


# The Commercial Determinants of NCDs: Public Health Strategies to Reduce Harmful Influences



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# Frameworks for Addressing Corporate Impact on Health

## *Commercial Influences on Health* -

- the practices and policies of corporations, trade associations and other business groups that shape patterns of health and disease; constitutes a key modifiable social determinant of health

Other frameworks

*Unhealthy Commodities*

*Harmful Corporate Practices*





Industry /Sector	Cancer	Diabetes	Heart diseases	Lung Diseases	Mental Health	Injuries
Food and beverages	☹️	☹️	☹️		☹️	
Alcohol	☹️	☹️	☹️		☹️	☹️
Tobacco	☹️	☹️	☹️	☹️	☹️	
Motor vehicles	☹️		☹️	☹️	☹️	☹️
Energy	☹️		☹️	☹️		☹️
Firearms					☹️	☹️
Mining/Extractive	☹️		☹️	☹️		☹️
Pharmaceutical	☹️	☹️	☹️		☹️	☹️
Real estate and finance			☹️		☹️	☹️
Entertainment and media			☹️		☹️	☹️

Evidence on role of business sectors on selected health outcomes

# Pharma saves lives.... Tobacco kills



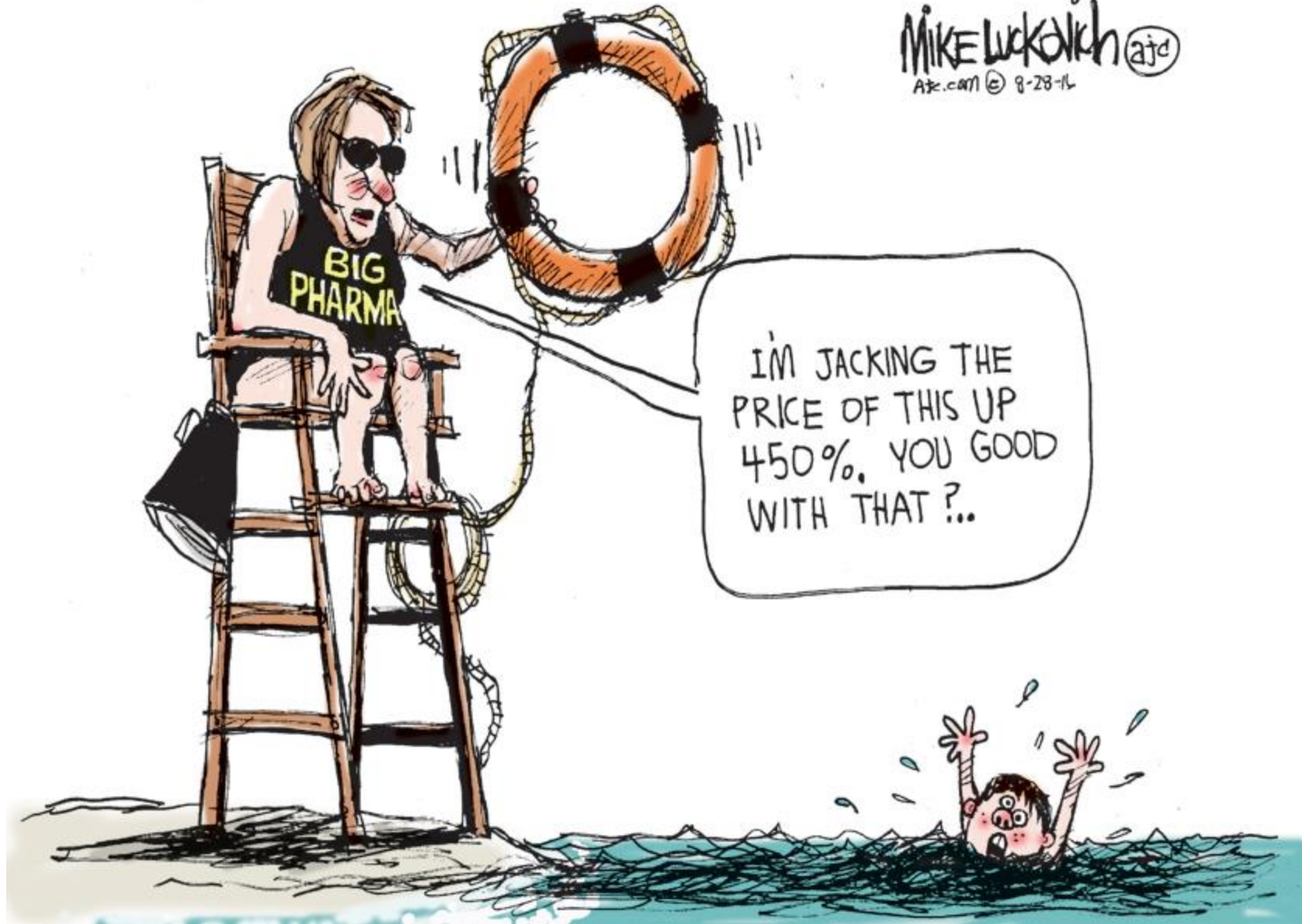
Practices	Tobacco/Nicotine Industry	Pharmaceutical Industry
Business Practices		
Product design	More addicting products , harmful additives	More addicting products, insufficient active ingredients
Marketing	Targeted marketing to vulnerable populations Misleading health claims	Targeted marketing to vulnerable populations, false claims, inappropriate use of doctors for marketing
Retail distribution	Ubiquitous availability	Expanded availability; inadequate efforts to control illegal retailing
Pricing	Volume discounts, create luxury and bargain brands , oppose taxation that increases prices	High prices for essential medicine, discounts that undermine price control
Trade policy	Trade treaties that reduce national government power to implement Framework Convention	New protections for intellectual property rights, opposition to compulsory licensing



Political Practices		
	Tobacco/Nicotine	Pharmaceutical
Lobbying	Oppose taxes, smoking bans or regulation of marketing	Lobby regional and national governments to defeat regulation that reduces profits, even when it benefits population health
Campaign contributions	Contribute to campaigns of politicians who oppose regulation of tobacco or nicotine	Contribute to campaigns of politicians who oppose regulation of pharmaceutical industry
Public relations	Advocate individual choice and responsibility, free trade self-regulation and public-private partnerships	Fund grassroots groups or scientists to promote industry messages, resist regulation
Philanthropy	Contribute to popular causes to enhance credibility and enlist grantees in supporting (or not opposing) industry in public debates	Fund patients' rights groups that advance drug industry policies
Sponsored scientific research	Sponsor research that obfuscates harms, fund researchers to produce negative findings, mask industry sponsorship of scientific research	Fund researchers who cast their products in favorable light, discredit critics, obfuscate harms

Sources: Freudenberg N. Big Tobacco: Role Model or Pariah for the Pharmaceutical Industry?. *Geneesmiddelenbulletin* 2016 ; Light DW, Lexchin J, Darrow JJ. Institutional corruption of pharmaceuticals and the myth of safe and effective drugs. *The Journal of Law, Medicine & Ethics*. 2013;41(3):590-600. Goldacre B. *Bad Pharma: How Drug Companies Mislead Doctors and Harm Patients*. Macmillan, 2012.

MIKE WICKOLICH   
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# Goals for Global Initiatives to Reduce Corporate Practices



Reduce and control conflicts of interest



Build political and scientific support for effective regulation



Mobilize constituencies for effective framework treaties



Make protecting health and environment part of all trade treaties



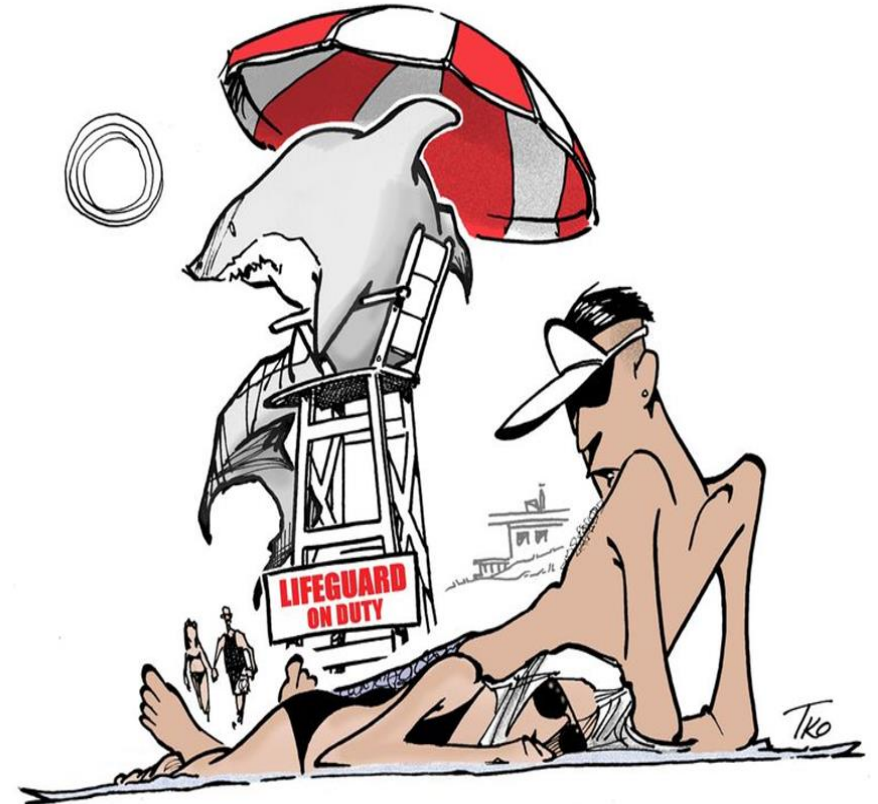
Develop alliances with health, democracy, women's, native peoples, environmental, labor and other social movements.



## Reduce and control conflicts of interest

### Conflict of interest –

when the **public** roles of organizations or individuals conflict with their **private** roles



“So, I’m the only one who sees a conflict of interest here?”

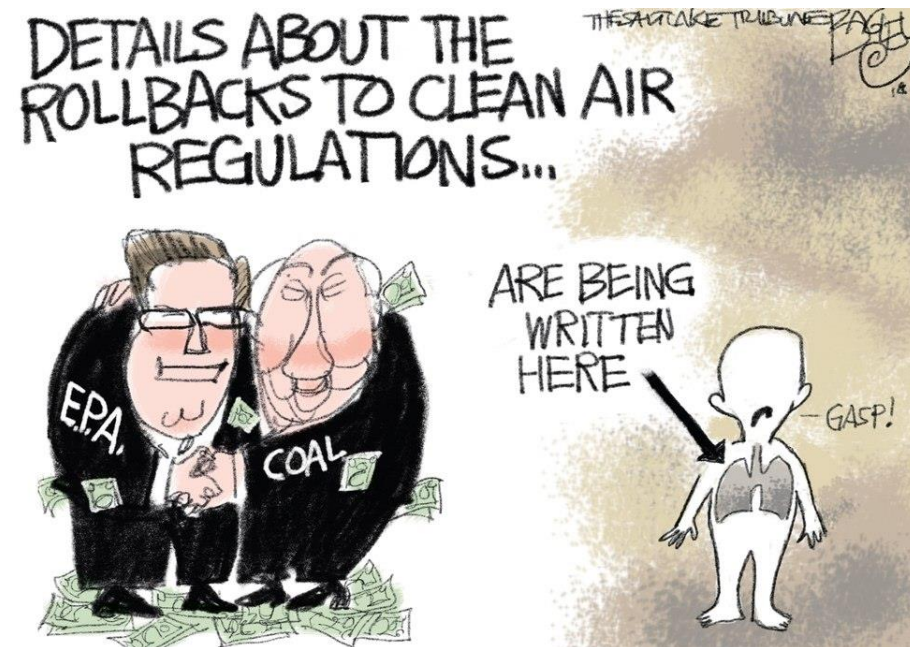
## Build political and scientific support for effective regulation

- Regulation requires both scientific evidence and public support.

What roles can health professionals play in building these two foundations?



- Regulation Regulation Regulation Regulation
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# Mobilize constituencies for effective framework treaties

## The Framework Convention on Global Health

Global Fund to fight HIV, Tuberculosis and Malaria partnership with Heineken in African countries ?

Under what circumstances are global framework treaties useful?  
Who are partners? Is industry excluded?  
What are enforcement mechanisms?  
What resources are available for implementation and monitoring?



WHO Framework Convention on Tobacco Control (WHO FCTC) 2030 project, Cairo, 2018 .

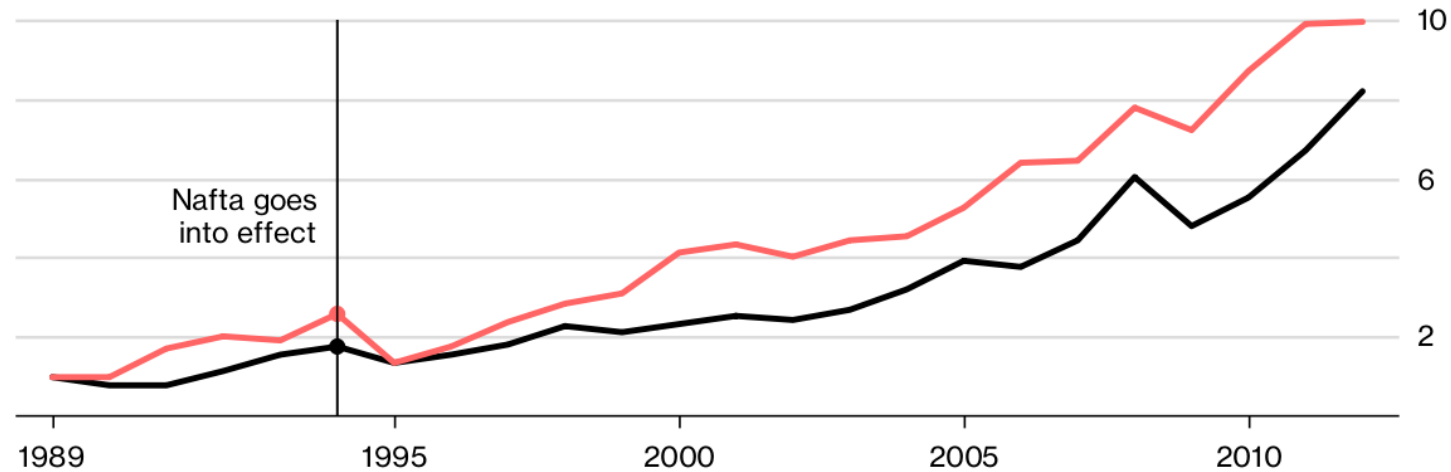


# Make protecting health and environment part of all trade treaties

## Diet Destroyers

Growth of unhealthy Mexican food and beverage imports from the U.S. outpaced healthy ones

- Ratio of healthy imports each year to their 1989 amount
- Ratio of unhealthy imports each year to their 1989 amount



Source: Authors' analysis of export data based on USDA guidelines

**Bloomberg**

Trade treaties facilitate global spread of harmful commercial influences by:

**Extending markets for unhealthy commodities**

**Strengthening global industrial agriculture**

**Diminishing role of national governments**

**Protecting intellectual property at expense of public good**



Develop alliances with health, democracy, women's, native peoples, environmental, labor and other social movements.



# Goals for Global Initiatives to Control Harmful Corporate Practices



Reduce and control conflicts of interest



Build political and scientific support for effective regulation



Mobilize constituencies for effective framework treaties



Make protecting health and environment part of all trade treaties



Develop alliances with health, democracy, women's, native peoples, environmental, labor and other social movements.



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Corporations and Health Watch—  
Tracking impact of corporate practices  
on health

[www.corporationsandhealth.org](http://www.corporationsandhealth.org)

*Lethal but Legal: Corporations,  
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