



## **PARALLEL SESSION 1.3**

**THE COMMERCIAL DETERMINANTS OF NON-COMMUNICABLE DISEASES**



## | BACKGROUND

Key risk factors of NCDs are strongly associated with patterns of consumption and easy access to unhealthy products. Corporate influence is usually exerted through five main channels: increasing control over production and investment by large corporates; increasing control over marketing, particularly marketing to children, to increase the appeal and acceptability of unhealthy products; lobbying, which can negatively influence policies related to plain packaging and minimum drinking ages; corporate social responsibility strategies, to enhance positive image and extensive supply chains to exert influence all over the world.

From the NCD perspective, health outcomes are determined by influencing the social environment in which people live and work: the availability, cultural practices and prices of unhealthy products. Hence, the rise of non-communicable diseases is a manifestation of a global economic system that currently prioritises wealth creation over health creation. Many problems and solutions to address the risk factors lie outside the health sector, in the domains of finance, trade and investment policies.

Commercial determinants of health are a sub-set of the social determinants of health with which they interact, such as education, occupation, income, ethnicity, race, access to healthcare and structural determinants (socio-economic and political context) and affect individuals throughout the life course, as they shape disease risk factors and ultimately disease across the life span. The life-course approach to analysing the social determinants also provides an opportunity to identify potential entry points for action.

This session will entail a detailed analysis of the key commercial drivers of NCDs. It will present the main strategies and approaches used by the private sector to promote choices detrimental to health. These will include marketing, trade and foreign direct investment. The session will also examine the role played by different institutions in facilitating or regulating these, especially Governments, as well as other stakeholders including multilateral organizations and civil society.

## | OBJECTIVES

- To analyse the role industry plays in the commercial determinants of NCDs, including food/beverage, tobacco, alcohol and extractive industries
- To showcase a few exemplary interventions that have successfully addressed selected commercial determinants (E.g. regulation of marketing, including to children, and labelling of sugary beverages, unhealthy foods, tobacco and alcohol; enactment of regulations to contain pollution from mines, power plants, factories and cars).

Some of the questions to address may include:

- What are the commercial drivers influencing the risk factors of NCDs in different contexts? What is the role of industry (e.g. food and beverage, tobacco, alcohol, extractive industries) in influencing the commercial determinants?
- What are the common strategies of marketing to children and adolescents (e.g. particularly digital marketing) and mechanisms to reduce exposure to NCD risk factors, notably alcohol, tobacco and unhealthy foods and beverages?
- How have governments engaged with industry to mitigate the risk to health and enhance public health benefits? What has worked and what has not?
- What is the role played by different institutions in facilitating or regulating the commercial determinants, including Governments, and other stakeholders such as WTO, multilateral organizations and civil society?





Moderator

## David Sanders

*Emeritus Professor*

School of Public Health, University of Western Cape/Peoples Health Movement  
South Africa

David Sanders, Emeritus Professor and founding Director of the School of Public Health at the University of the Western Cape (UWC), South Africa, is a paediatrician qualified in Public Health. He has 38 years' experience of health policy and programme development, research and teaching in Zimbabwe and South Africa, having advised governments and UN agencies and published extensively on primary health care, child health and nutrition, including four books on global health and PHC and over 200 articles in peer-reviewed journals. He was on the UN Standing Committee on Nutrition and the Knowledge Network on Globalisation of the WHO Commission on Social Determinants of Health and is a founder member of INFORMAS. He received an Honorary Doctorate from UCT in 2012 for his contribution to the global policy of Primary Health Care and the Public Health Innovation and Lifetime Achievement (PHILA) Award Public Health Association of South Africa in 2014. He is Global Co-Chair of Peoples Health Movement.





Speaker

## Aadielah Maker Diedericks

*Coordinator*

Southern African Alcohol Policy Alliance  
South Africa

Aadielah Maker Diedericks has a Masters in Community Health from UNSW, Sydney; is a public health advocate with experience in developing and producing edutainment and multi-media interventions, training, social mobilisation and campaign management. She has worked in the civil society sector for over 25 years in the areas of sexual and reproductive health, HIV and AIDS, gender and alcohol. She managed the award winning Soul Buddyz programme and Soul City Phuzo Wise campaign. Currently, she is coordinating the Southern African Alcohol Policy Alliance. SAAPA is a platform for civil society organisations across 8 countries - Botswana, Lesotho, Madagascar, Malawi, South Africa, Zambia and Zimbabwe - lobbying for health promoting evidence based alcohol policies. At regional level, SAAPA focus on promoting alcohol as a development issue impacting across sectors. A key strategy is to lobby the Southern African Development Community (SADC) to include alcohol in its agenda in order to influence governments within the region. Through SAAPA's efforts Malawi (2017) and Zambia (2018) has adopted National Alcohol Policies. In 2017 SAAPA in South Africa successfully mobilised civil society to stop SAB's "Beers for Africa" marketing campaign. The focus in 2018 in South Africa is to mobilise government to release the Control of Marketing of Alcoholic Beverages Bill of 2013, which has not been released to the public for comment for 5 years. To this end, SAAPA has initiated an "END ALCOHOL AVDERTISING SPORT" campaign, similar to a campaign in Australia. SAAPA also successfully made a submission to the UN Commission on Cultural, Social and Economic Rights on the right to participation and consultation in the absence of the South African government making available the Control Bill to the public for comment.





Speaker

## Carlos Monteiro

*Professor*

Department of Nutrition, School of Public Health, University of Sao Paulo  
Brazil

Carlos A. Monteiro, MD and PhD, is a Professor of Public Health Nutrition at the University of Sao Paulo, Brazil where he chairs the Center for Epidemiological Studies in Health and Nutrition. His research focuses on methods in population nutritional and dietary assessment, secular trends and determinants of all forms of malnutrition, food processing and human health, and programs and policies evaluation. His main academic achievements include extensively quoted studies on the nutrition transition, the development of the most used food classification based on food-processing (NOVA), the new concept of food ultra-processing, and the internationally acclaimed Dietary Guidelines for the Brazilian Population. He has served on numerous national and international nutrition expert panels and committees. Since 2010, he is member of the WHO Nutrition Expert Advisory Group on Diet and Health. He is a recipient of the PAHO Abraham Horwitz Award for Excellence in Leadership in Inter-American Health.





## Speaker

### Fran Baum

*Matthew Flinders Distinguished Professor*

College of Medicine and Public Health, Flinders University, Adelaide  
Australia

Fran Baum is Matthew Flinders Distinguished Professor of Public Health and Foundation, Director of the Southgate Institute for Health, Society and Equity at Flinders University, Adelaide, Australia. She was named in the Queen's Birthday 2016 Honours List as an Officer of the Order of Australia (AO) for "distinguished service to higher education as an academic and public health researcher, as an advocate for improved access to community health care, and to professional organisations". From 2009-2014 she held a prestigious Australia Research Council Federation Fellowship. She is a Fellow of the Academy of the Social Sciences in Australia, the Australian Academy of Health and Medical Sciences and of the Australian Health Promotion Association. She is a past National President and Life Member of the Public Health Association of Australia. She is a member and past Chair of the Global Steering Council of the People's Health Movement - a global network of health activist ([www.phmovement.org](http://www.phmovement.org)). She also served as a Commissioner on the World Health Organisation's Commission on the Social Determinants of Health from 2005-08. Fran Baum is one of Australia's leading researchers on the social and economic determinants of health. She holds grants from the National Health & Medical Research Council and the Australia Research Council which are considering a wide range of aspects of health inequities and social determinants of health. These grants include an NHMRC Centre for Research Excellence on Policies for Health Equity of which she is one of the two co-Directors. Her book, *The New Public Health* (4th ed. published January 2016 Oxford University Press), is widely cited and used in many public health courses. Her new book *Governing for Health* (Oxford University Press, New York, December, 2018) examines how a society can be organised to best promote health.





Speaker

## Nicholas Freudenberg

*Distinguished Professor of Public Health*

City University of New York, School of Public Health and Health Policy  
United States of America

Nicholas Freudenberg is Distinguished Professor of Public Health at the City University of New York Graduate School of Public Health and Health Policy, where he also directs the CUNY Urban Food Policy Institute. For the last 40 years, he has developed and evaluated policies and programs to improve population health and reduce health inequities in New York City and elsewhere. His recent book *Lethal but Legal: Corporations, Consumption and Protecting Public Health* (Oxford, 2015) examines the health and social impact of business practices such as marketing and retail distribution and political practices such as lobbying and litigation of multinational corporations in six sectors: food and beverages, firearms, automobiles, alcohol, pharmaceuticals and tobacco. He has also worked with young people in East and Central Harlem to design and launch local countermarketing campaigns against unhealthy food. Freudenberg has published more than 150 articles and reports on a variety of topics including corporate practices and health, urban health, social movements and health and strategies to improve urban food environments. His work has been supported by the National Institutes of Health, the US Centers for Disease Control, the New York City Department of Health, the Open Society Institute, the Robert Wood Johnson Foundation and others. He is also the founder and director of Corporations and Health Watch, a global network of scholars and activists focused on the impact of corporate practices on health.





## Speaker

### Tea Collins

*Adviser, WHO Global Coordination Mechanism on Noncommunicable Diseases*

World Health Organization  
Switzerland

Téa Collins, MD, MPH, MPA, DrPH, is Adviser to the World Health Organization (WHO) Global Coordination Mechanism on the Prevention and Control of Non-Communicable Diseases (GCM/NCD), where she oversees work on development cooperation, resource flows into NCDs, strengthening health systems for universal health coverage, implementation research and social determinants of NCDs. Dr Collins came to WHO from the International Atomic Energy Agency (IAEA), where she provided technical advice and expertise on matters related to comprehensive cancer control and health systems strengthening to the Programme of Action for Cancer Therapy (PACT). Prior to IAEA, Dr Collins advised the World Medical Association (WMA) on global health issues of concern to the medical profession, in collaboration with the WHO Global Health Workforce Alliance. As part of her work at WMA she oversaw a global campaign on immunization against influenza among physicians and other healthcare workers. She also served as the first Executive Director of the NCD Alliance, a partnership of over 2,000 member organizations in 170 countries with a mission to combat the NCD epidemic by putting health at the center of all policies. Dr Collins' background includes work at the national Ministry of Health in Georgia, as well as experience managing technical assistance for the US\$ 20 million World Bank Health Reform Implementation Project. She also led the USAID-supported reproductive health and primary health care education projects in the Caucasus targeting internally displaced populations. Dr Collins's academic work includes an appointment at the George Washington University in Washington, DC, where she taught graduate courses on subjects ranging from international health and development to strengthening health systems in Eastern Europe and the former Soviet Union. While at GWU, Dr Collins conducted research and consulted with organizations such as John Snow, Inc., the US Department of Health and Human Services and the National Council on Hispanic Aging. Dr Collins is a pediatrician with a Doctorate in Global Health from The George Washington University, as well as a Master's Degree in Public Health from Boston University and a Master's Degree in Public Administration from the Harvard University Kennedy School of Government. She was a Presidential Scholar, Mason Fellow and Public Service Fellow at Harvard and served on the Board of Directors of the Kennedy School Alumni Association.





