

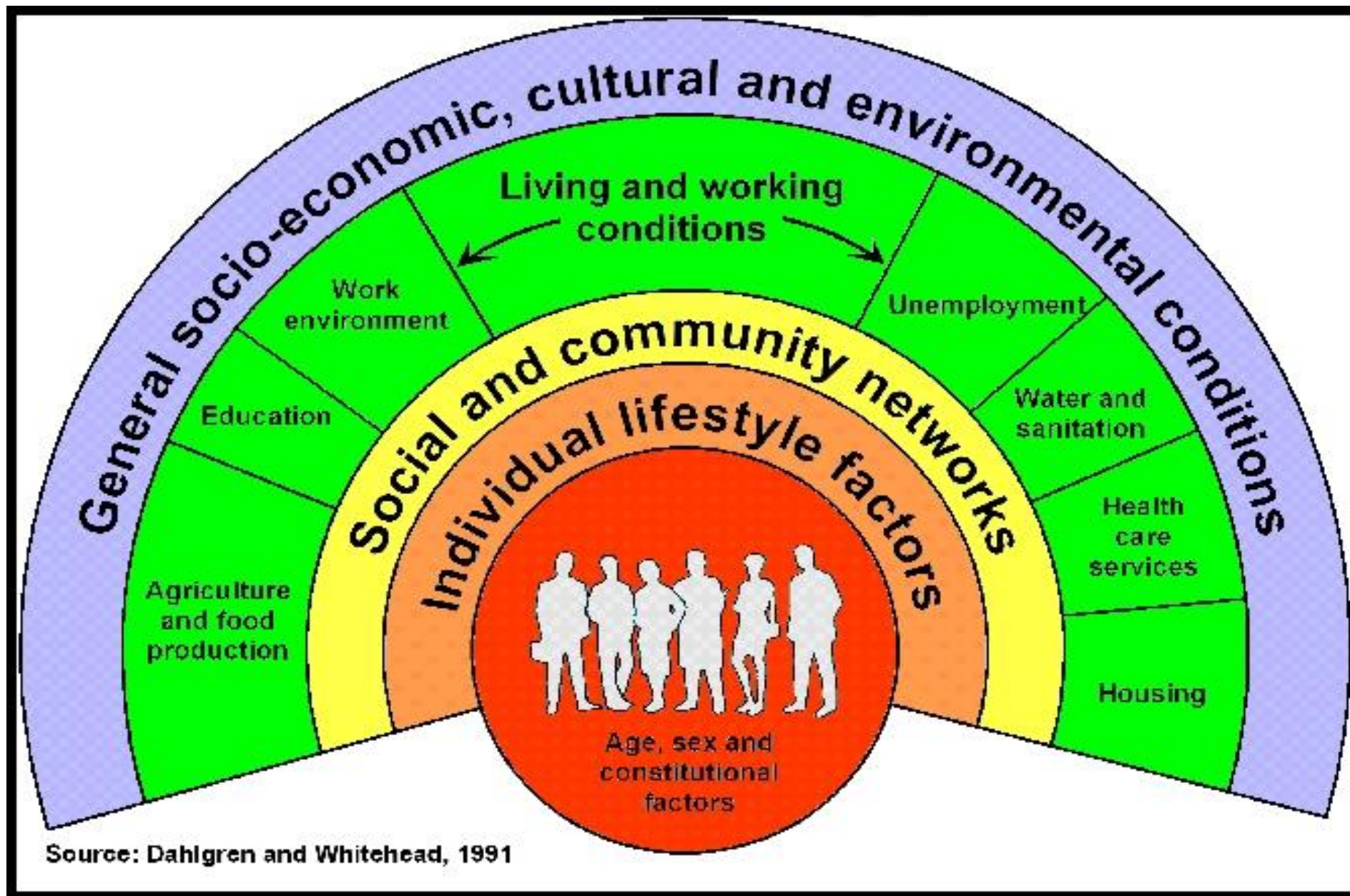
How does an understanding of the commercial determinants of health help us address NCDs

Prof Anna Gilmore



UK Centre for
Tobacco Control Studies

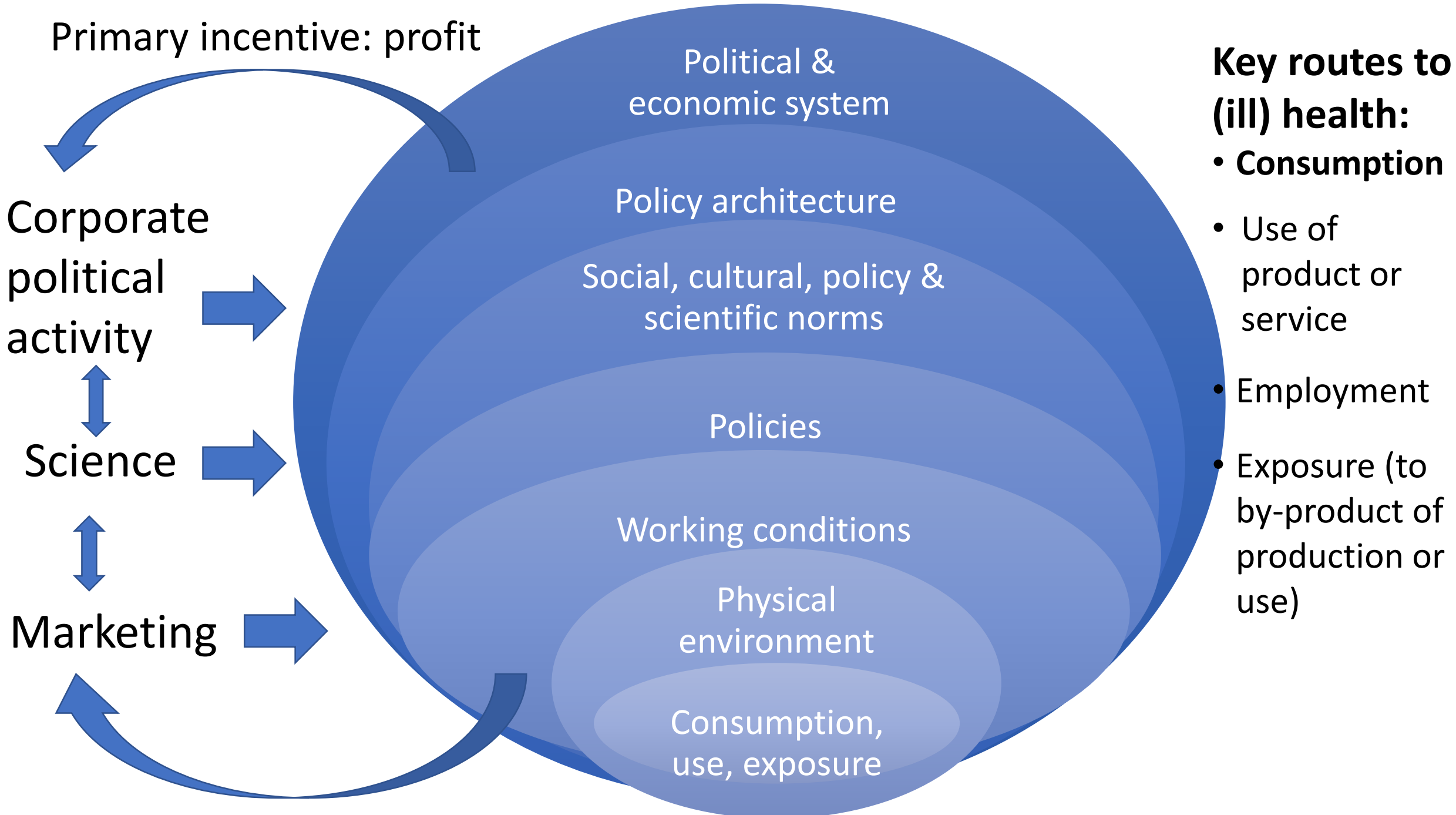
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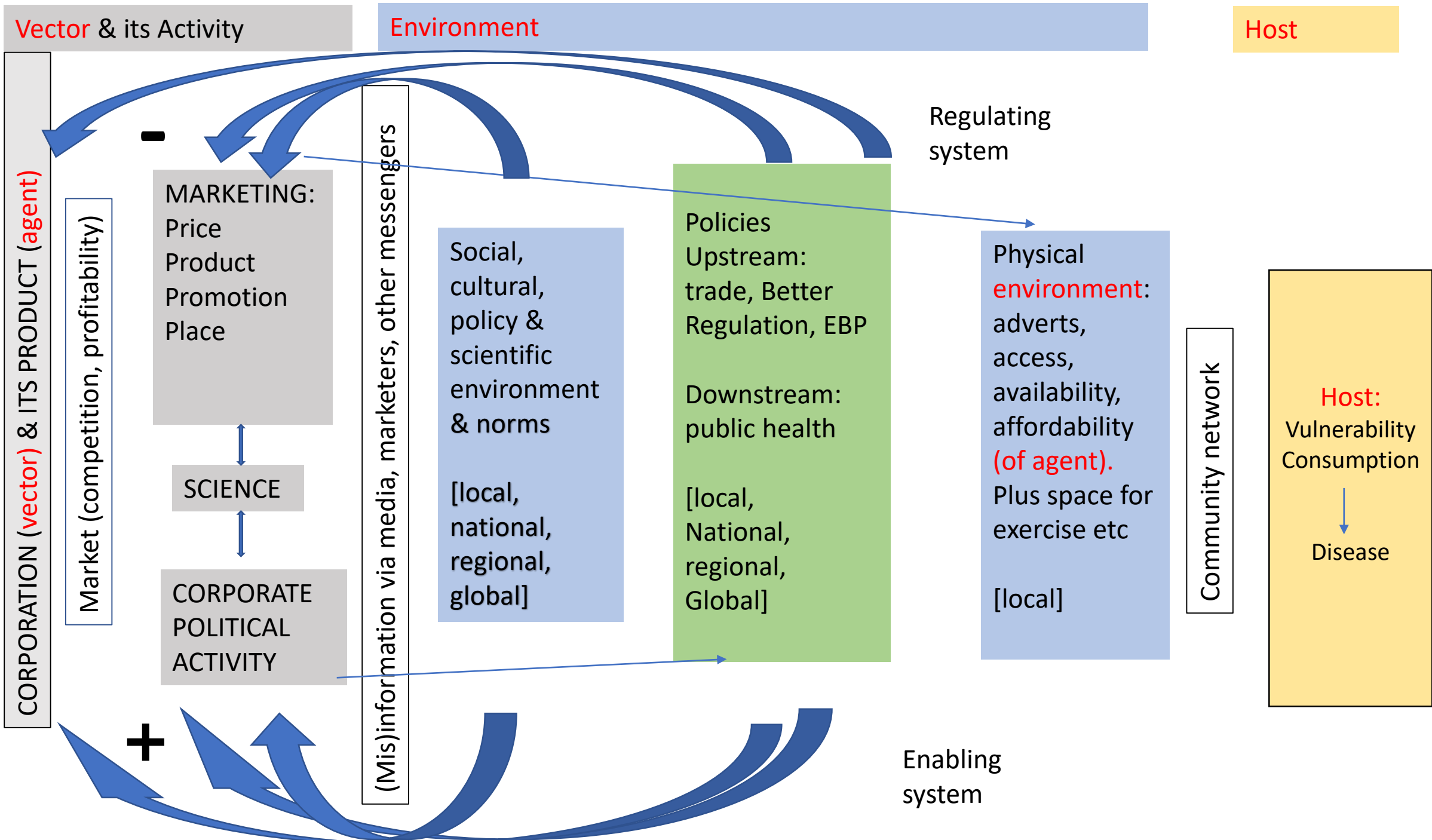


Source: Dahlgren and Whitehead, 1991

A model of the commercial determinants of health will help us identify:

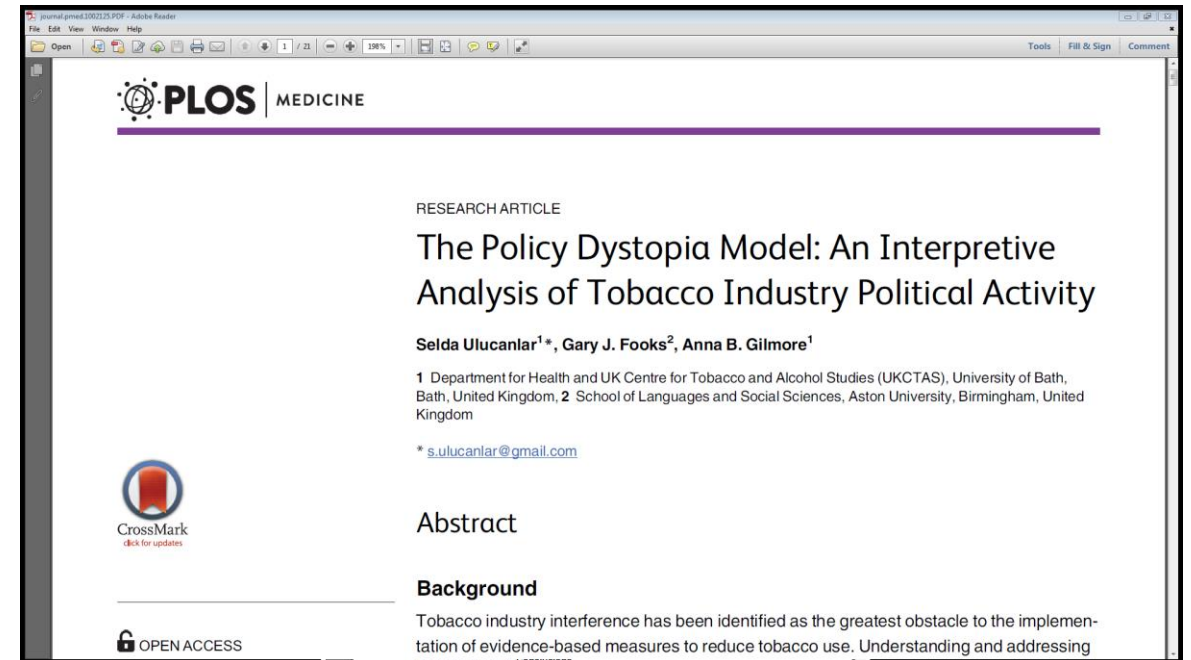
- the drivers of these NCD epidemics
- the appropriate (and often innovative) PH and policy interventions to address those drivers
- an agenda for action, the skills and research we need to move forward





Corporate political activity: a taxonomy

- Thematic Analysis of 65 papers from two systematic reviews of tobacco industry political activity:
 - Marketing policy (Savell et al. 2014)
 - Tax policy (Smith et al. 2013)
- Used a qualitative grounded theory approach to construct a taxonomy of tobacco industry political activity



Instrumental (action based strategies)

- Recruitment
- Fabrication
- Fragmentation

- Production
- Amplification (echo chamber)
- Suppression
- Conceal industry funding
- Reputation management (CSR; discredit opponents)

- Access
- Incentives and threats
- Involvement in legislative processes & government decisions



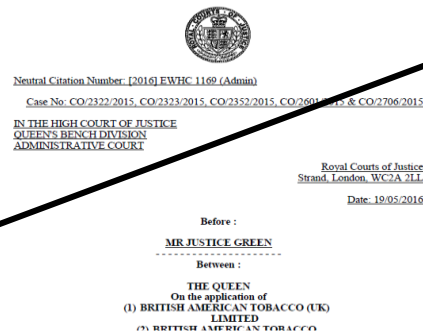
1. Coalition management



2. Information management



3. Direct involvement & influence



Litigation



Illicit

Thank you



a.gilmore@bath.ac.uk



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