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

Prof Anna Gilmore
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
Key routes to (ill) health:
- Consumption
- Use of product or service
- Employment
- Exposure (to by-product of production or use)
CORPORATION (vector) & ITS PRODUCT (agent) MARKETING:
- Price
- Product
- Promotion
- Place

SCIENCE

CORPORATE

POLITICAL

ACTIVITY

Vector & its Activity

(Marketing) Price

Product

Promotion

Place

(Mis)information via media, marketers, other messengers

SCIENCE

[local, national, regional, global]

Policies

- Upstream: trade, Better Regulation, EBP
- Downstream: public health

Physical

environment:

- adverts
- access
- availability
- affordability (of agent)

[local, National, regional, Global]

Physical environment:
adverts, access, availability, affordability (of agent). Plus space for exercise etc [local]

Host:

Vulnerability

Consumption

Disease

Enabling system

Community network

Regulating system

Plus space for exercise etc [local]
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

Ulucanlar et al. 2016, A policy dystopia model of political activity, PLOS Medicine
Instrumental (action based strategies)

1. Coalition management
2. Information management
3. Direct involvement & influence

- 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

Litigation
Illicit
Thank you

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