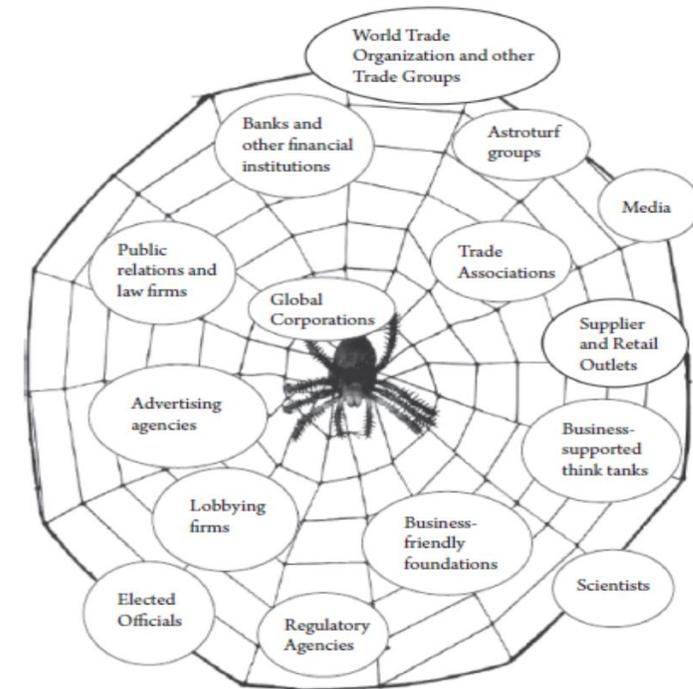
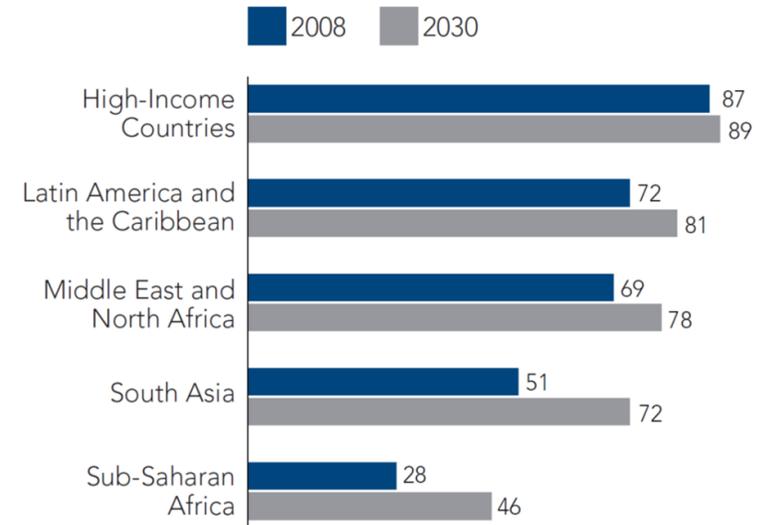


# Taking on the Lethal but Legal Industries: Strategies to Change Corporate Practices that Harm Health

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Brussels, Den Hag and Amsterdam April 2018

Percent of Total Deaths Attributed to NCDs by Region



# The Problem

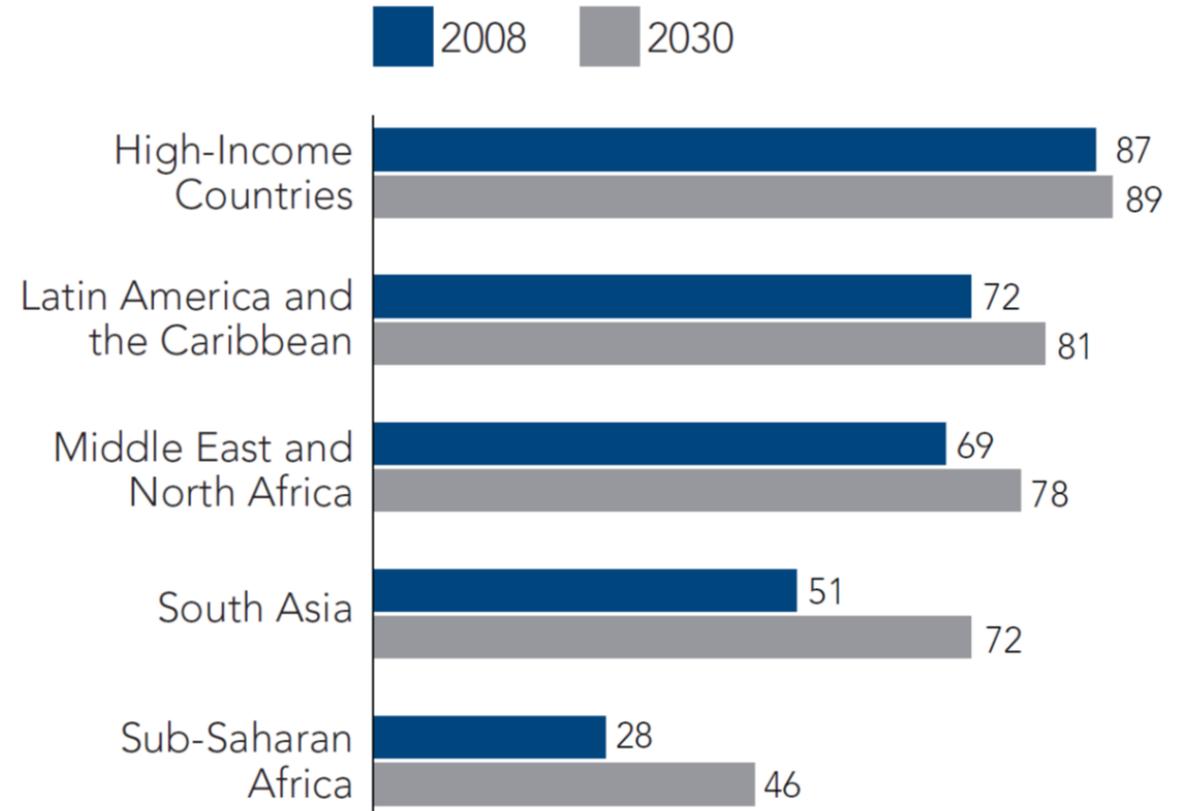
Corporate business and political practices have become a major determinant of global patterns of premature death and preventable illnesses.

Primary causes of NCDS:

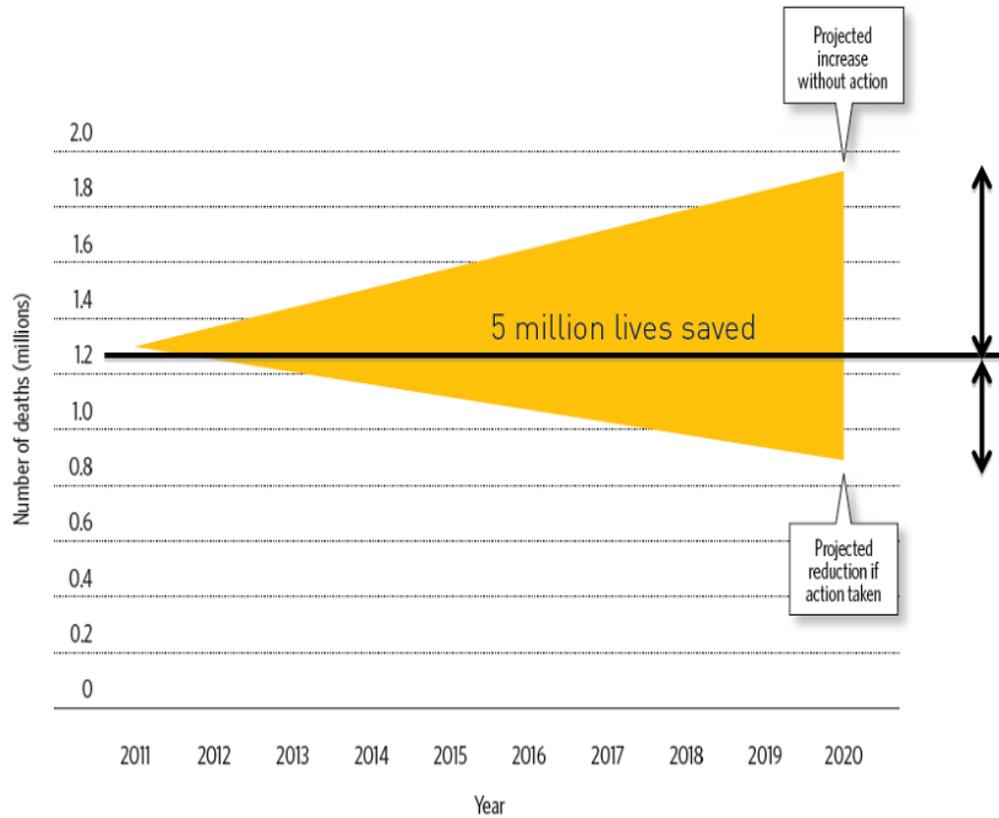
Tobacco, unhealthy diets, alcohol and inactivity

WHO

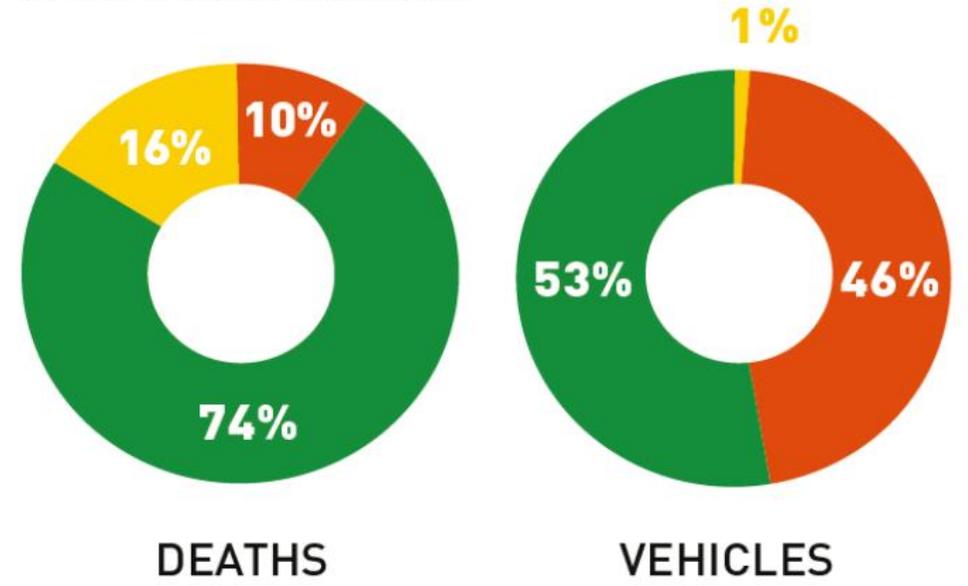
## Percent of Total Deaths Attributed to NCDs by Region



Source: Irina A. Nikolic, Anderson E. Stanciole, and Mikhail Zaydman, "Chronic Emergency: Why NCDs Matter," World Bank Health, Nutrition and Population Discussion Paper (2011).



**Although low- and middle-income countries have only half of the world's vehicles, they have 90% of the world's road traffic deaths.**



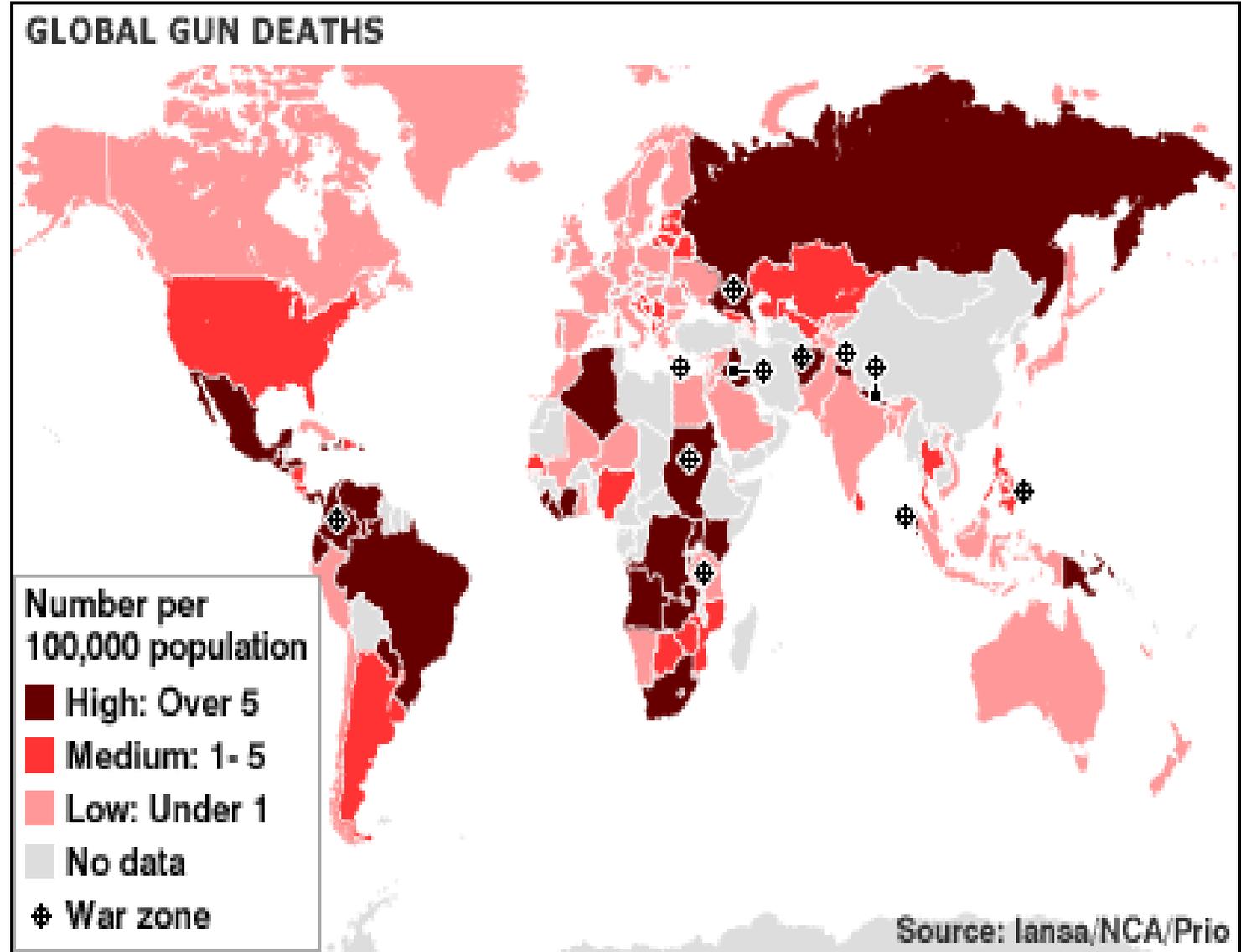
# Motor Vehicles

Countries with the highest levels of lethal violence:

**50%** committed with a firearm

Countries with the lowest levels of lethal violence:

**12%** committed with a firearm



# Problems with Drug Product Design

Product design	
Inadequate premarket testing	Drugs with common or dangerous side effects are released to market. Example: Thalidomide, rofecoxib(Light et al, 2013)
Inadequate post- marketing surveillance	After release, inadequate surveillance fails to detect serious side effects before they harm health . Examples: Cerivastatin, rofecoxib(Dyer, 2016)
Production of sub-standard drugs	Inadequate quality control or fraudulent practices lead to production of drugs that are unsafe or ineffective. Examples: dispensing of antimalarials and antibiotics with less than minimum of active pharmacological ingredients(Nayar et al., 2015)



**Merck- funded study discovered after 30-60 days taking Vioxx, patients were 37% more likely to have suffered from a heart attack.**

# Annual Global Deaths Attributable to Products and Practices of Selected Consumer Industries

Industry	Main Health Conditions Related to Products and Practices	Estimated Global Annual Deaths, 2010
<b>Tobacco</b>	Heart disease, lung and other cancers, respiratory diseases	6,297,287 (includes exposure to second-hand smoke)
<b>Food and beverages</b>	Obesity, diabetes, heart disease, some cancers	3,371,232 (attributed to high Body Mass Index)
<b>Alcohol</b>	Accidents, homicides, liver cancer , cirrhosis	4,860,168
<b>Motor vehicles</b>	Injuries , respiratory diseases including cancer, heart disease	1,300,000(from collision injuries) 3,223,540 (from particulate matter air pollution, of which motor vehicles are largest contributor)
<b>Firearms</b>	Homicide, suicide, unintended injuries	500,000, of which 300,000 are conflict-related and 200,000 homicides, suicides and accidents (2000)
<b>Pharmaceuticals</b>	Over and under medication	??

# Key Public Health Challenges in Netherlands

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Cancer incidence 305/100,000 above OECD average of 270

11.1% adults obese

17% daily smokers

Alcohol consumption 9.1 liters per year

Ischemic heart disease mortality has decline but further improvements are possible

Full implementation of WHO Best Buys in tobacco, alcohol and unhealthy food could bring about further reductions but require overcoming industry opposition

# Corporate Practices

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## **Business practices**

Product design

**Marketing**

Retail distribution

Pricing

Investment

Taxes

## **Political practices**

Lobbying

Campaign contributions

Public relations

Trade pacts

Sponsored scientific  
research

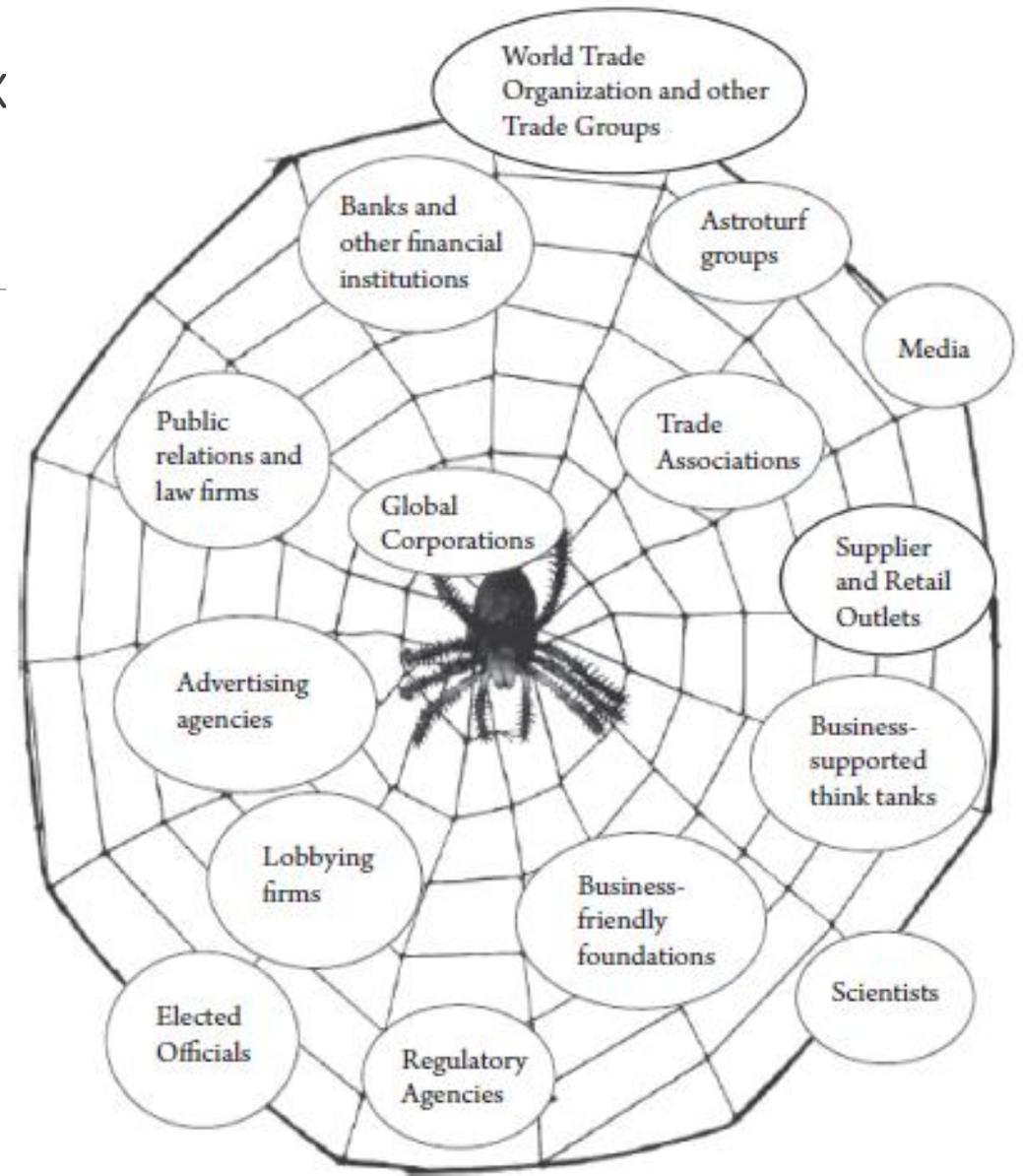
Philanthropy

The bottom line: Corporate practices are a major, modifiable determinant of health

# The rise of the corporate consumption complex

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The network of consumer corporations, financial institutions, advertising agencies, law firms, lobbying groups and the politicians, scientists and others they support.



But.....

By ourselves , public health professionals, researchers and advocates don't have the power, resources or skills to successfully take on the growing role of transnational corporations as social determinants of health.





If you can't fix a problem,  
make it bigger.

Donald Rumsfeld

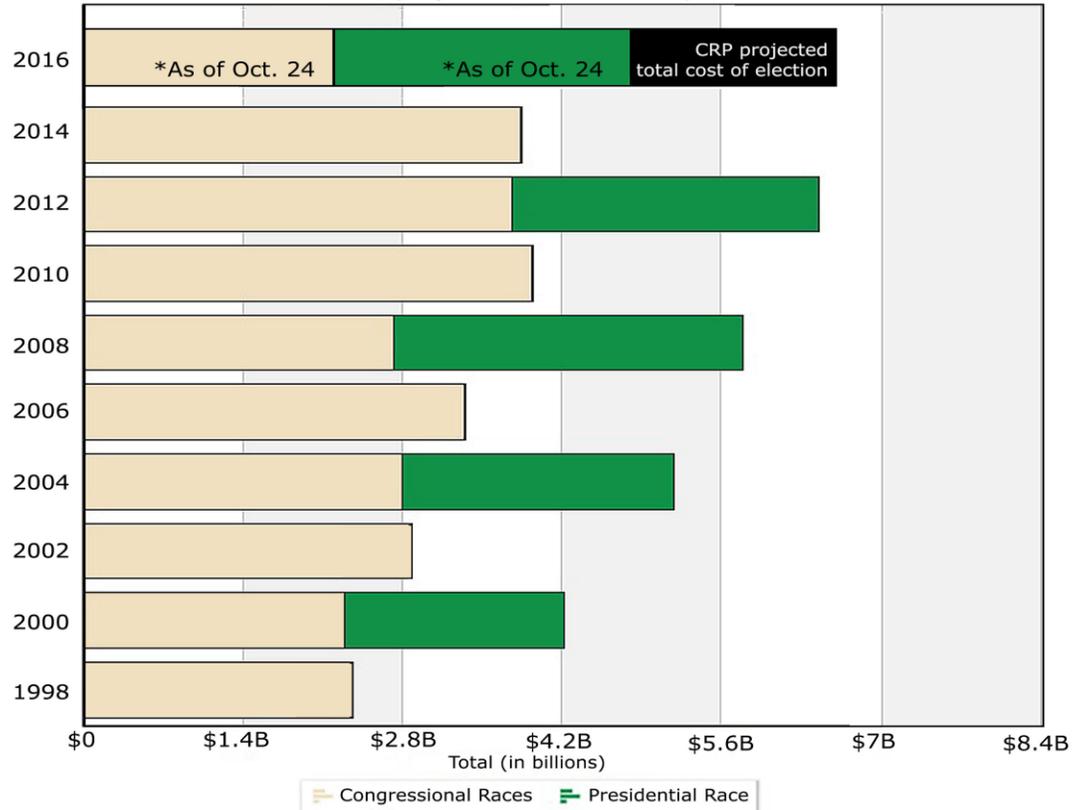
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The bigger  
problem

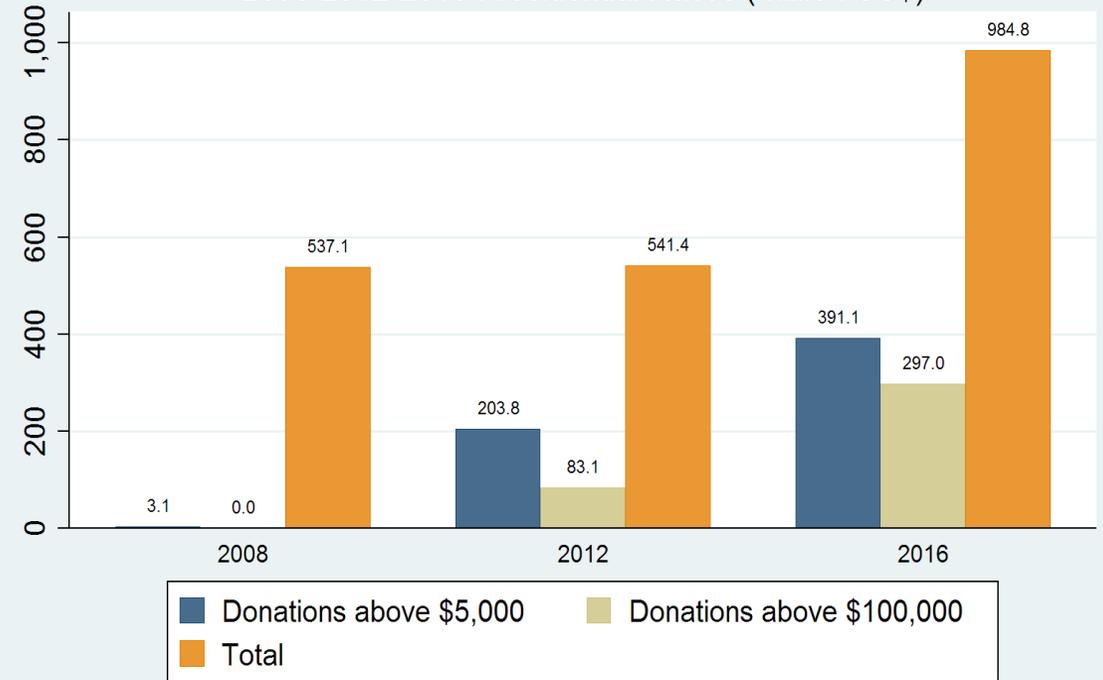
Corporate business and  
political practices  
contribute to:

- Global burden of disease and health inequities
- Growing threats to democracy
- Rising income inequality
- Worsening climate change

Total Cost of Election (1998-2016)  
(Adjusted for Inflation)



Flow of political contributions from big donors  
2008-2012-2016 Presidential Races (million US\$)



Contributions count individual donations to candidates' campaigns, Super PACs, Leadership PACs, Carey PACs, and Joint Fundraising Committees.  
Covered period: since the beginning of presidential races to March of election year.

# Corporate campaign contributions

# Lobbying

Number of registered lobbyists in Washington

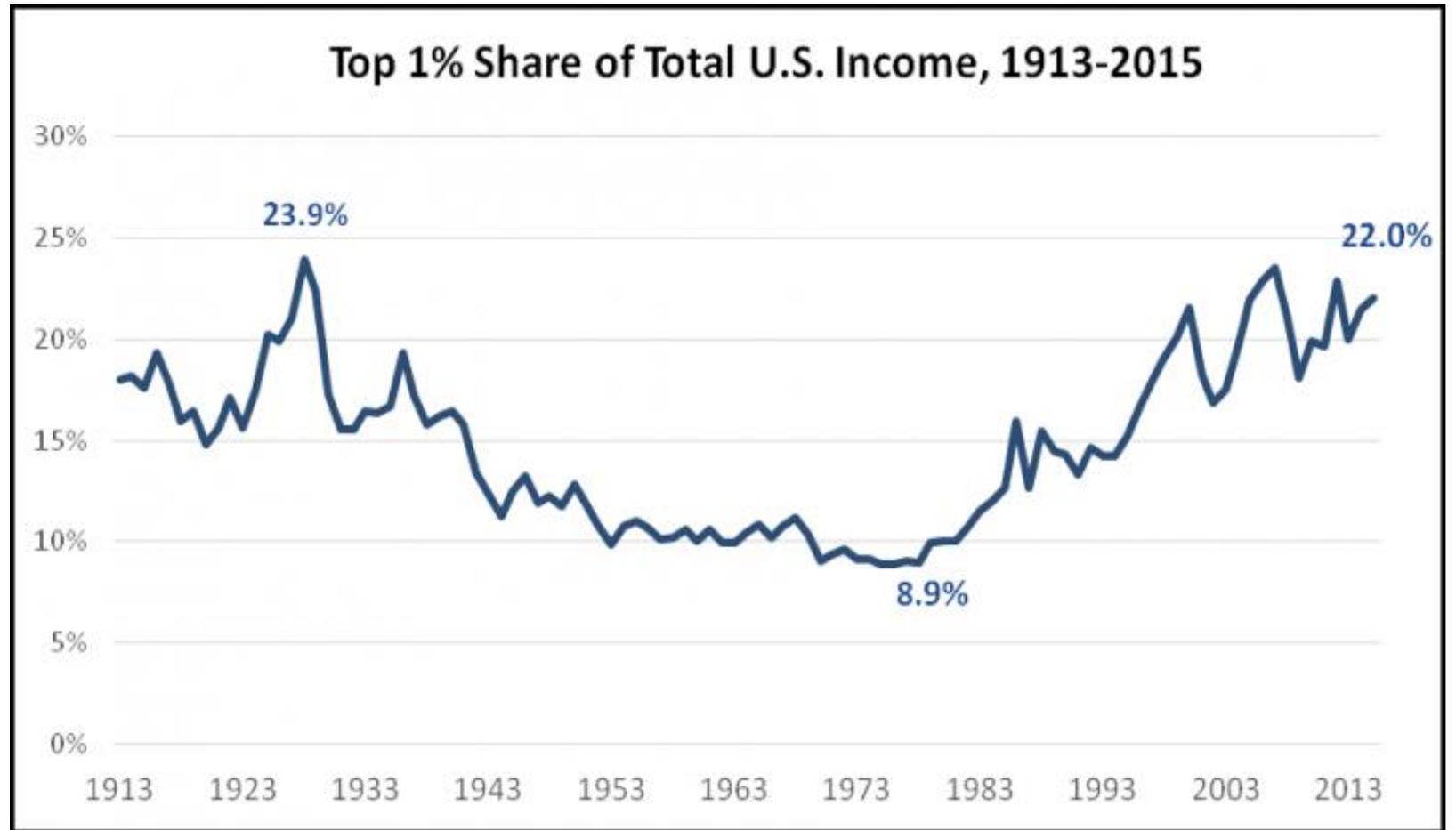
Year	Total Spent	Number of Lobbyists
2017	\$3,362,775,110	11,502
2016	\$3,154,250,328	11,172
2015	\$3,222,905,609	11,543
2014	\$3,256,587,397	11,841
2013	\$3,237,101,585	12,126
2012	\$3,300,587,325	12,234
2011	\$3,321,284,305	12,615
2010	\$3,511,161,296	12,917
2009	\$3,501,843,771	13,729
2008	\$3,310,442,501	14,140



30,000 European Union lobbyists in Brussels, nearly matching the 31,000 staff employed by the European commission.

Corporate Europe Observatory

# Income Inequality





What do these eight men have in common with the poorest half of the world's population?

IF MULTINATIONAL COMPANIES  
WERE TAXED FAIRLY, DEVELOPING  
COUNTRIES COULD **RAISE AN EXTRA**  
**\$242BN\*** TO TACKLE INEQUALITY



**OXFAM**

\*Source: Actionaid USD 138bn and IF campaign USD 104bn

The Share of Tax Havens in US Corporate Profits

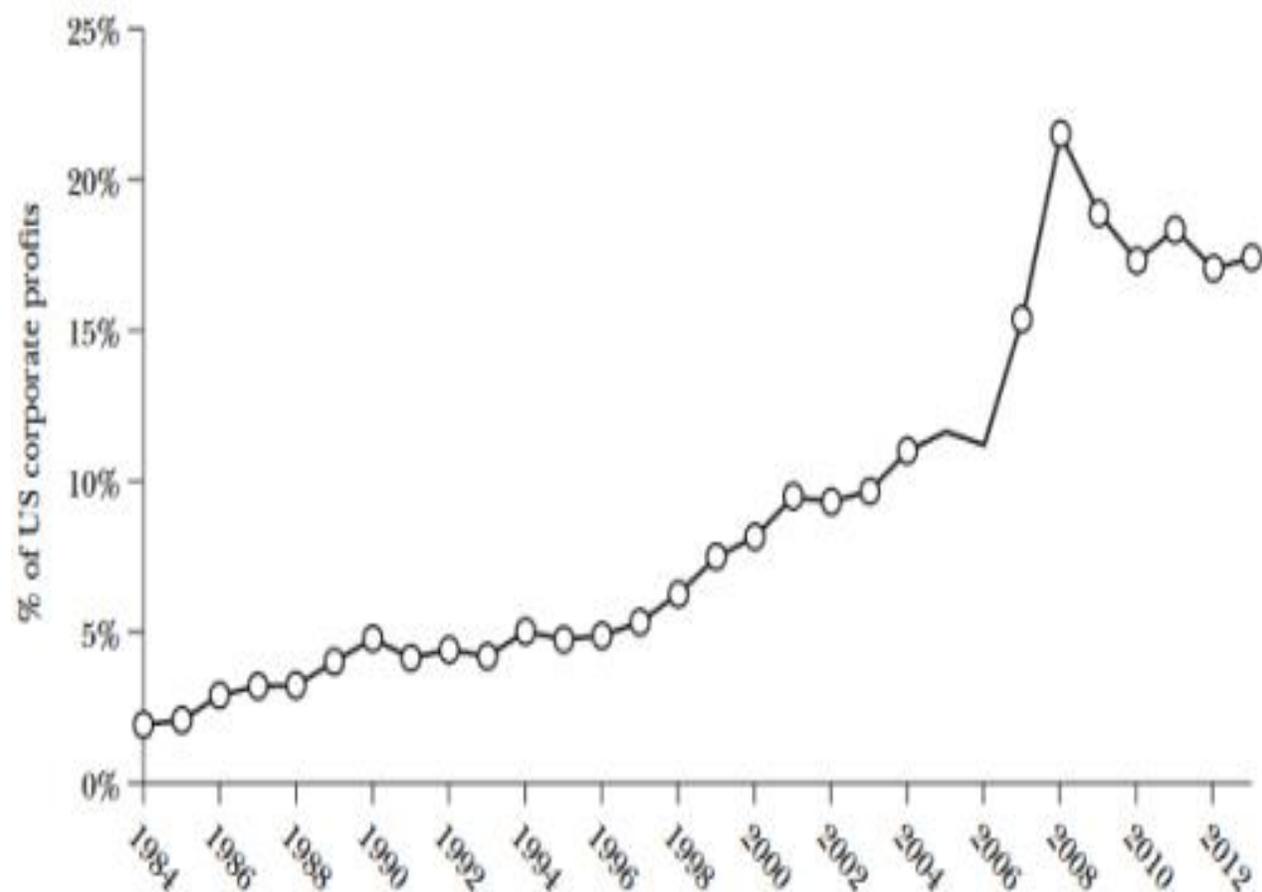
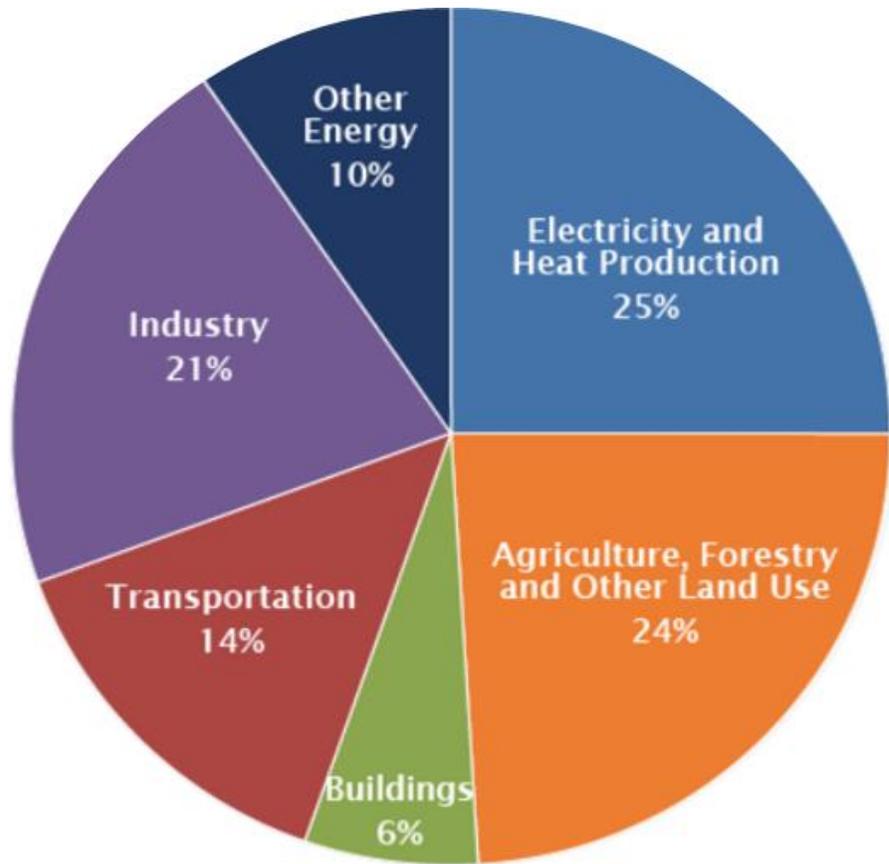
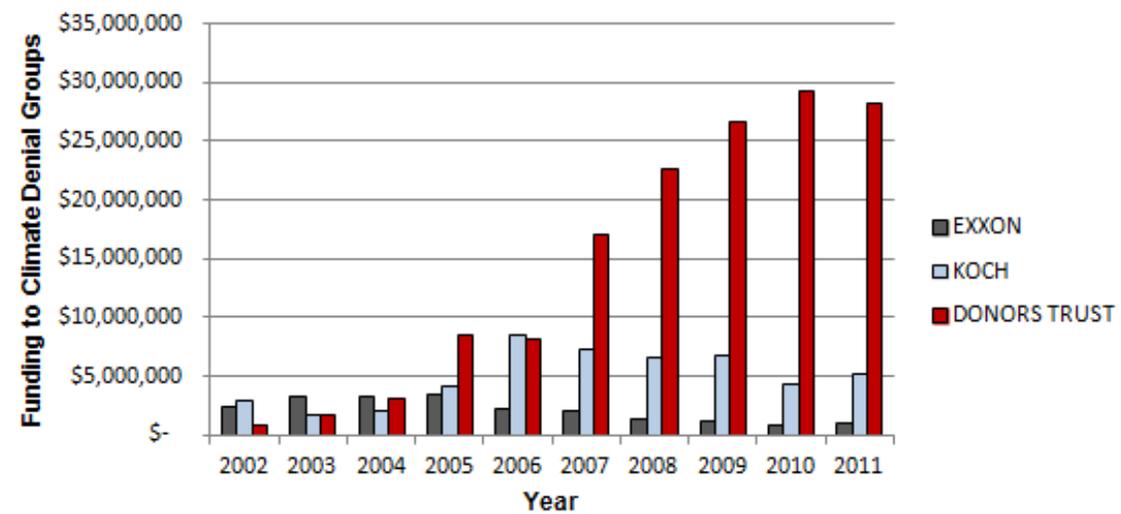


Figure 1: The Share of Tax Havens in US Corporate Profits<sup>15</sup>



**Exxon, Koch, and Donors Trust: Funding of Climate Denial**



Carbon emissions

# We live in a Company World





- Structures choices on lifestyle and consumption
- Sculpts built and natural environments
- Manipulates democracy and governance
- Alters our consciousness and grabs our attention
- Molds our ideas and ideologies
- Constructs access to and quality of health care

How Company World Shapes our Lives and our Health

# How do we escape from Company World?



Strategies for fixing bigger problems?

# Five Goals for Reducing Harm from Company World

1

Remove corporations from public health and trade policy decisions

2

Protect science from corporate manipulation and conflicts of interest

3

Revitalize public sector

4

Protect democracy from corporate interference

5

Challenge view that no other world is possible

# 1

## Remove corporations from public health policy decisions

Article 5.3. FCTC: In setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law.

The logo for the WHO Framework Convention on Tobacco Control is displayed on a light gray rectangular background. The text is arranged in three lines: 'WHO FRAMEWORK' in black, 'CONVENTION ON' in red, and 'TOBACCO CONTROL' in black. The word 'CONVENTION' is the only word in red. To the left of the text, there is a vertical decorative border consisting of a series of small red squares.

### WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

#### Other actions:

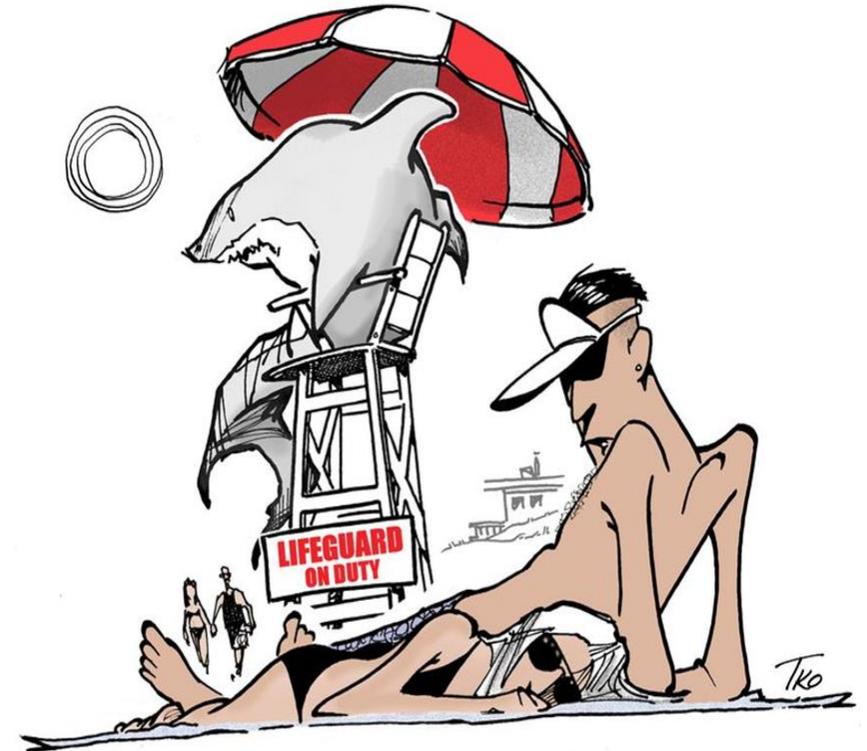
- Shut revolving door between government and corporations
- Limit industry participation in European Commission and other advisory groups
- Limit industry involvement in WHO
- Require decisions of public agencies to partner with corporations to be based on evidence
- Limit industry funding for regulation or public education

2

## Protect science from corporate manipulation and conflicts of interest

Conflicts of interest occur when the public roles of organizations or individuals conflict with their private roles.

When an organization must choose between pursuing its public versus its private(business) interests, a conflict of interest exists.



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

## Members of civilized societies are expected to:

Not deliberately harm others,

Not knowingly promote false information

Not undermine or subvert publicly approved goals



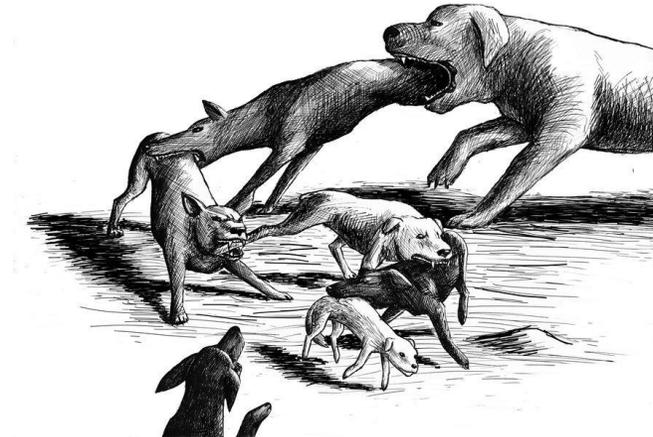
## Corporations are expected to:

Maximize profits

Increase market share

Amplify return on investment

Reduce any political threat to profitability or stability



# Three Types of Conflicts of Interest

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Scientific

Policy

Ideological



# Policy Conflicts of Interest

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Paying professional organizations to advance their interest in the policy process without disclosing payment

Creating and paying citizen groups that claim to be citizen groups to advance corporate policy proposals

Arranging to meet secretly with policy makers to advance their policy proposals

Using illegal or unethical methods to obtain inside knowledge of their opponents' positions and strategies so as to counteract or thwart them

Discrediting motives or personal behavior of the opponents of their policy proposals

Claiming that the benefits of challenged corporate practices outweigh any costs alleged by opponents

**What public policies will reduce these conflicts?**

Big Pharma says  
competition will  
reduce innovation and  
lower quality of drugs.  
Their real concern is  
lower profits

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# **BIG PHARMA'S BLOCK ON COMPETITION**

**A BAD PRESCRIPTION FOR  
U.S. DRUG PRICES**

### 3 Revitalize public sector

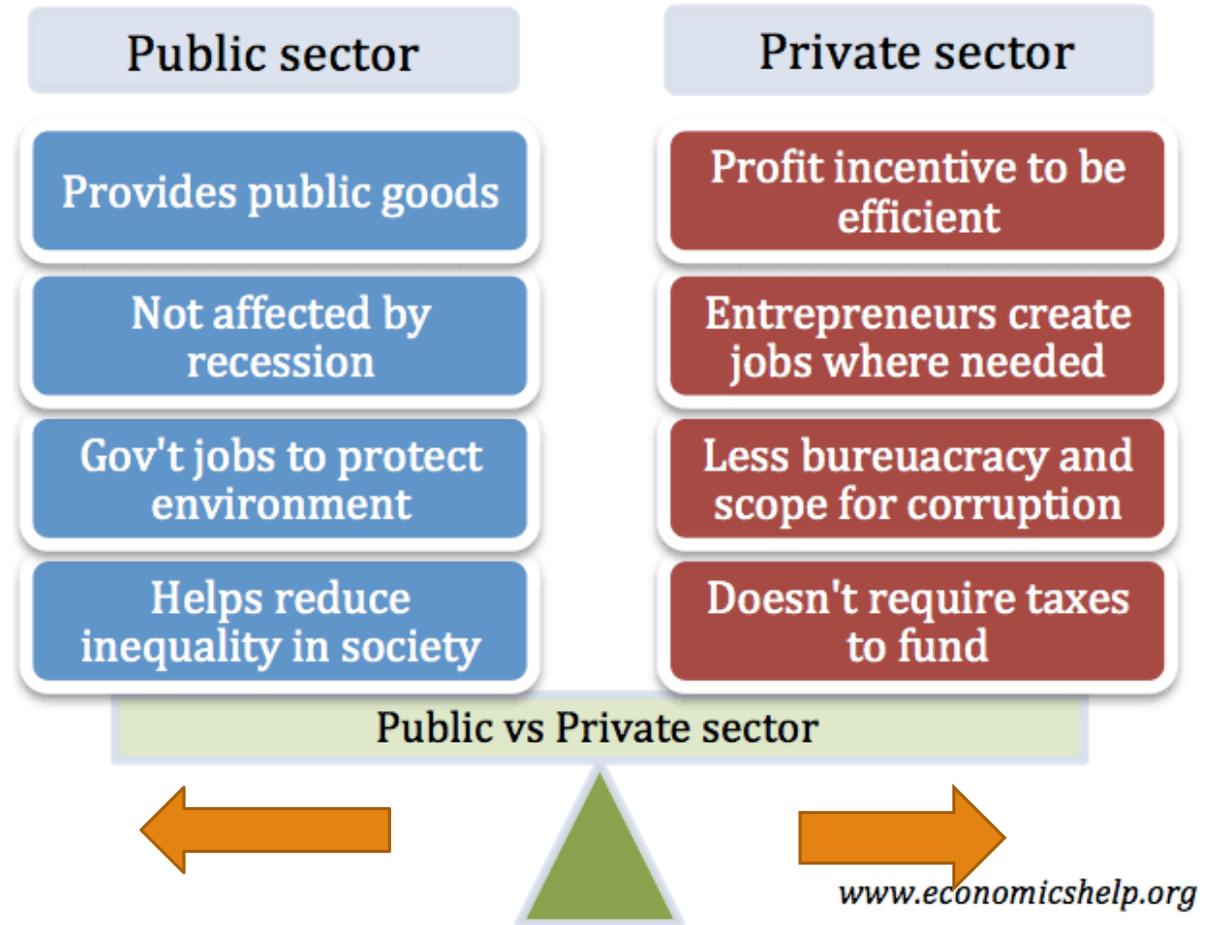
**In food, pharma, and transport, public sector can:**

Use procurement to influence markets

Create alternatives that favor public goals

Compete with private sector

Encourage democratic decision-making



## 4

## Protect democracy from corporate interference

**WHAT:**

- Campaign finance reform
- Restrictions on lobbying
- Whistle blower protection
- Privacy protections
- Voter and voting protection
- Enforce regulation
- Prosecute corporate crime

**HOW:**

- Investigative journalism
- Litigation
- Mass mobilization
- Legislation



5

## Challenge the view that no other world is possible

Contest corporate ideology on many fronts

Shout out and celebrate success stories

Learn from history

Bring new voices into politics and policy

Create new popular media



Parkland student activists against gun violence

# Some Lessons for Escaping Company World

- Reframe issues from individual choice and responsibility to protecting communities, families and children
- Think and act at individual, local, national, global and planetary levels
- Bring evidence, emotions and stories into public and policy arenas
- Build links among campaigns for equity, democracy, health, social justice and a sustainable world
- Promote and support leaders of excluded voices
- Find sustainable balance between urgency and patience
- Challenge the view that no other world is possible than Company World

NICHOLAS FREUDENBERG

# LEGAAL MAAR FATAAL



Hoe de grote industrieën  
onze gezondheid bedreigen

LEMNISCAAT



[Credit](#)

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

*Lethal but Legal: Corporations, Consumption and Protecting  
Public Health* (Oxford University Press, Paperback, 2016)

