



Taxation & other economic incentives as health-promoting tools: a focus on tobacco, alcohol & unhealthy diets

Industry practices to counter price-based regulatory interventions

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London 17th January 2017

Thanks: *Amandine Garde, Nick Freudenberg, Greg Fell, Martin McKee, Modi Mwatsama, Martin O'Flaherty, Graham McKenzie, Ashley Adamson, Gerard Hastings, Robin Ireland, Kelly Brownell, Graham MacGregor, Phil James, Paul Lincoln, Aseem Malhotra, Dary Mozaffarian, Robert Lustig, Kawther Hashem, Hannah Brinsden, Ffion Lloyd-Williams, Susanne Logstrup, Mike Rayner, Ann Capewell*

Funding: *MRC, EU, BHF, NHS, L&G, NIHR, NIH*

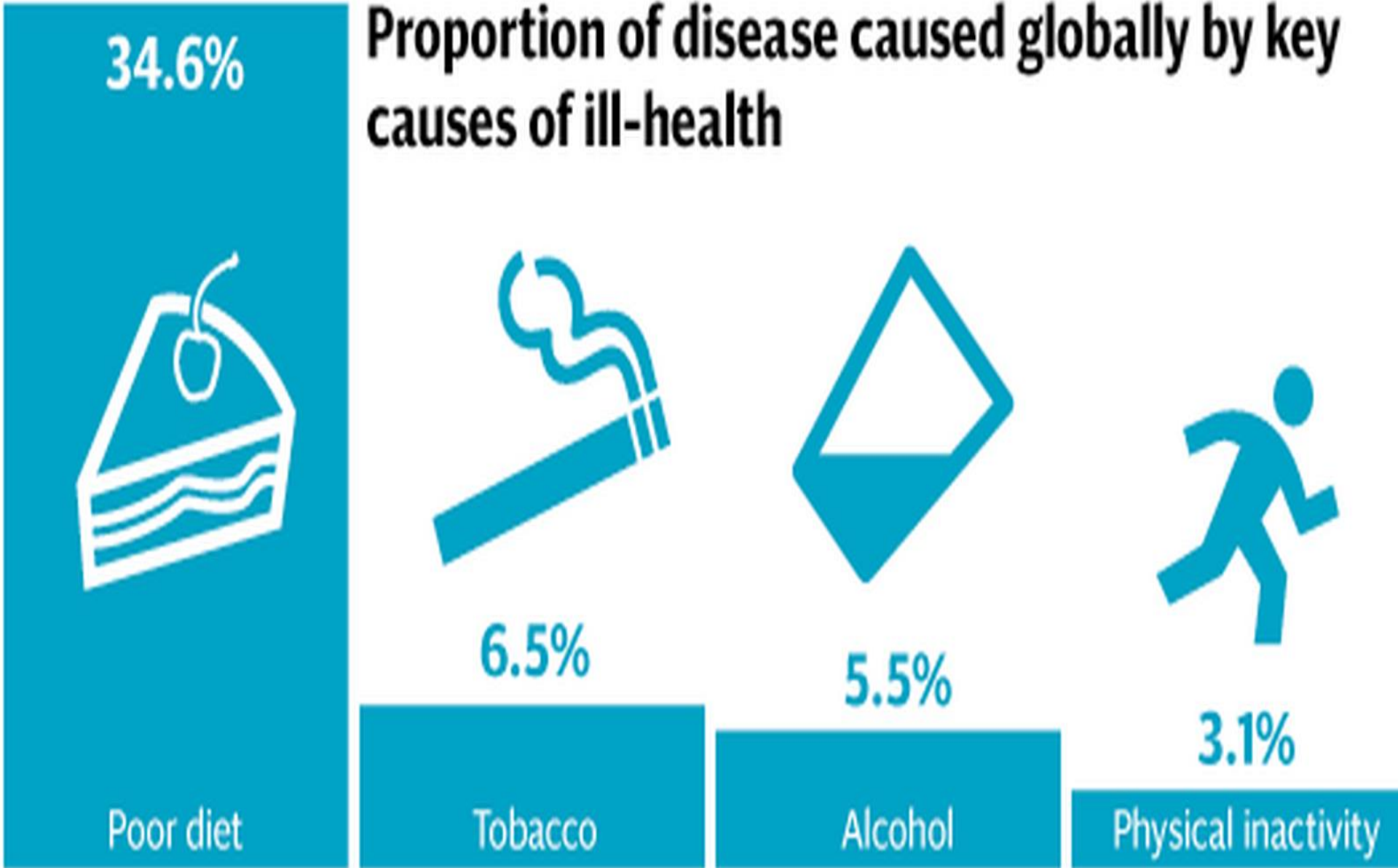
*Taxation & other economic incentives as health-promoting tools:
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Industry practices to counter price-based regulatory interventions

THIS TALK

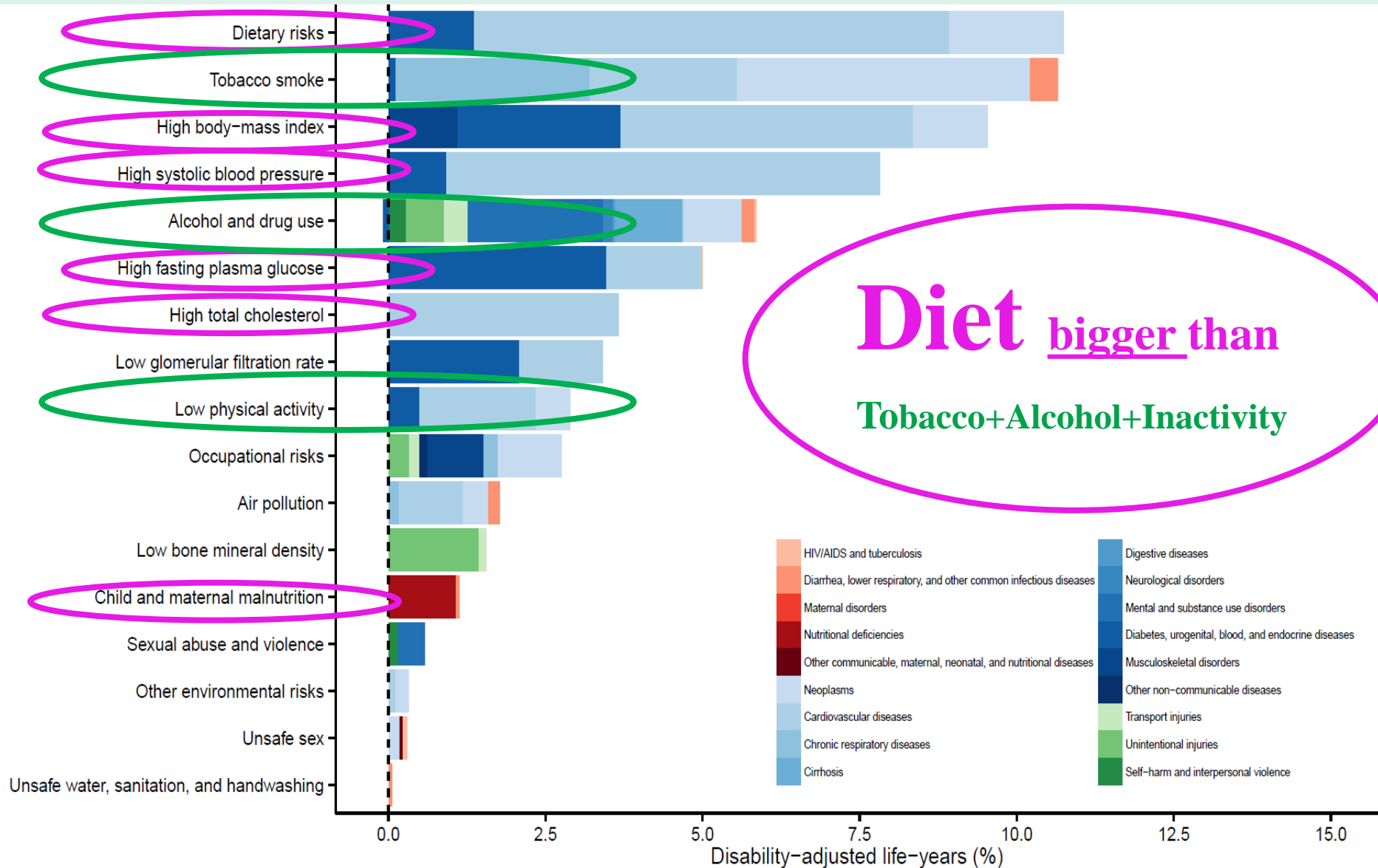
- 1. NCD burden - POOR DIET, Tobacco, Alcohol & Inactivity**
- 2. Tobacco Control lessons: “3As”**
- 3. Big Tobacco lied & millions died**
- 4. CPA (Corporate Political Activity)**
- 5. Public Health successes & lessons**

Proportion of disease caused globally by key causes of ill-health



UK Global Burden of Diseases in 2013: DALYs attributed to key risk factors

(*J Newton et al Lancet 2015 3736 (15) 00195*)



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NCD burden - POOR DIET, Tobacco, Alcohol & Inactivity

Tobacco Control Lessons: “3As”

Tobacco Control

"3As": Reduce
Affordability

Acceptability

Availability



Tobacco Control



"3As": Reduce

Affordability

↑ Tax, ↑ Price, Stop smuggling

Acceptability

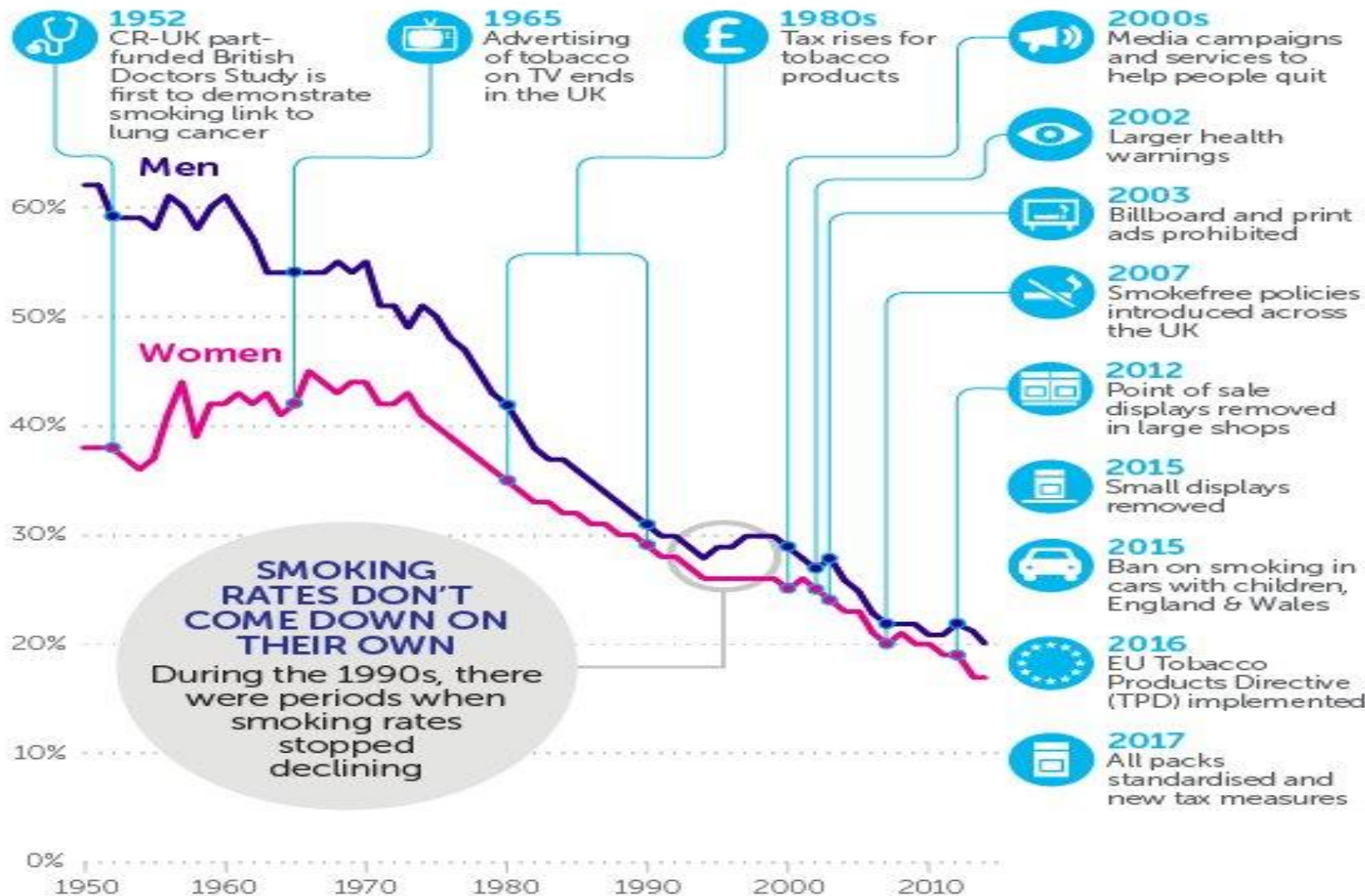
Advertising bans, SmokeFree Laws, PlainPacks

Availability

Licensing retailers, Age checks



SMOKING RATES DECLINE WITH ACTION



Source: Adult Smoking Habits in Great Britain. Opinions and Lifestyle Survey, ONS.

LET'S BEAT CANCER SOONER.
cruk.org



Tobacco Control Scale (TCS)

Estimated effects of different policy options

Joosens & Raw 2008

TCS points

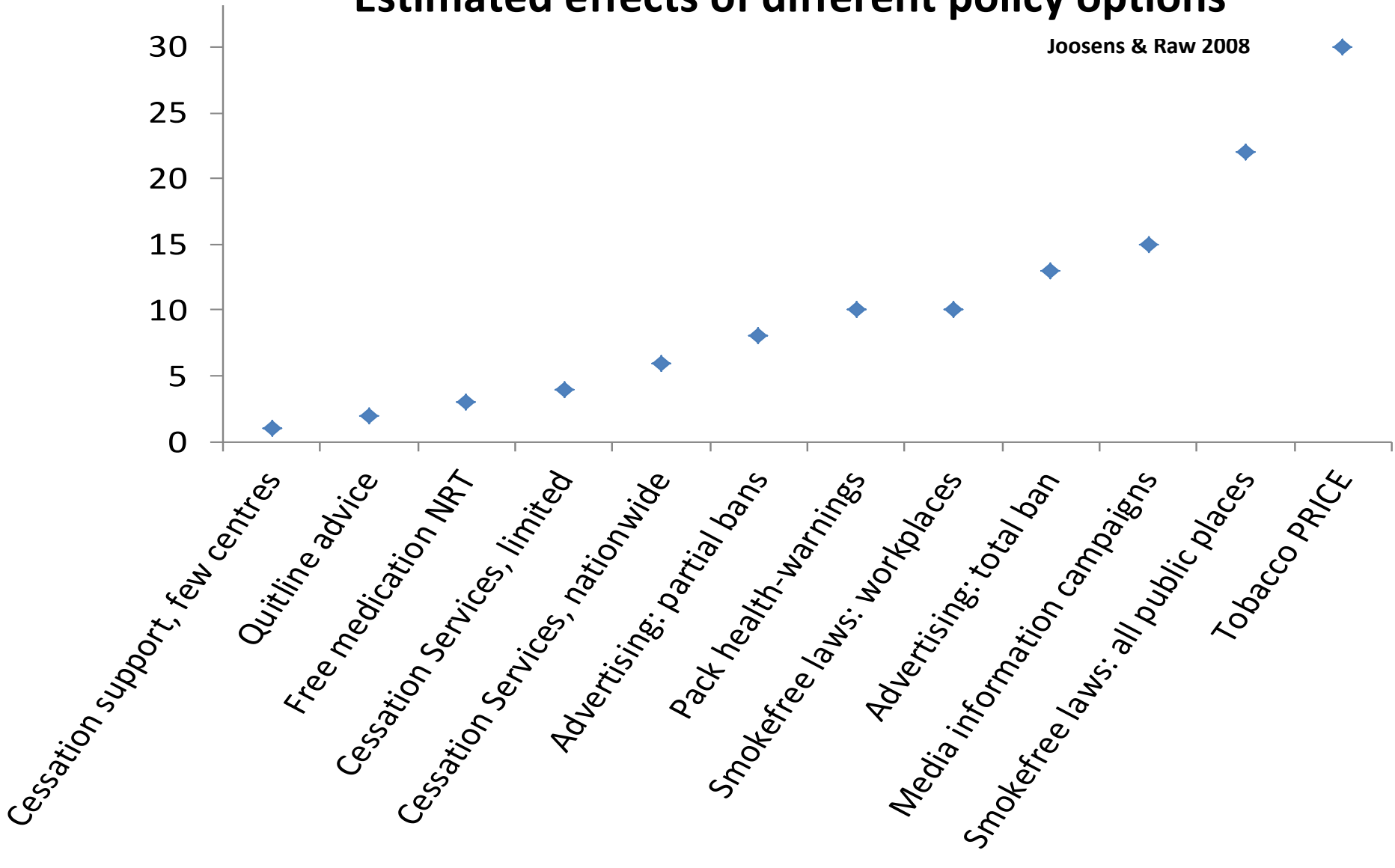
30
25
20
15
10
5
0

Cessation support, few centres
Quitline advice
Free medication NRT
Cessation Services, limited
Cessation Services, nationwide
Advertising: partial bans
Pack health-warnings
Smokefree laws: workplaces
Advertising: total ban
Media information campaigns
Smokefree laws: all public places
Tobacco PRICE

Downstream



Upstream



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Lessons from Tobacco Control ?



**Why pick
on poor old
SUGAR??**

Why pick on poor old SUGAR??



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Tobacco Control Lessons: 3As

Big Tobacco lied & millions died

Tobacco, Alcohol Food & Soda Industries all use Same Tactics

- *Big Tobacco Played Dirty and Millions Died. How Similar Is Big Food?*

(Brownell & Warner 2009)

- *Vectors of Disease* (Gilmore ^{et al} 2011)
- *Big Food* PLoS Medicine (Stuckler & M Nestle 2012)
- *Profits & Pandemics* (Moodie ^{et al}, Lancet 2013)

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Tobacco Control 3As

Big Tobacco lied & millions died

CPA = Corporate Political Activity

Margaret Chan *World Health Organisation*

WHO Director-General



“It is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda, & Big Alcohol

All of these industries fear regulation, and protect themselves by using the same tactics.”

“Research has documented these tactics well. They include **front groups, lobbies, lawsuits, promises of self-regulation, & industry-funded research that confuses the evidence and keeps the public in doubt”**

June 2013~

http://www.who.int/dg/speeches/2013/health_promotion_20130610/en/

**Profits & Pandemics: prevention of
harmful effects of tobacco, alcohol, &
ultra-processed food & drink industries**

**Rob Moodie, David Stuckler, Carlos Monteiro,
Nick Sheron, Bruce Neal, Thaksaphon Thamarangsi,
Paul Lincoln, Sally Casswell,**

on behalf of

The Lancet NCD Action Group



Lancet February 2013

Non-Communicable Diseases 4

Profit\$ & Pandemic\$: prevention of harmful effects of tobacco, alcohol, & ultra-processed food & drink industries\$

Transnational corporations

- major drivers of non-communicable disease (NCD) epidemics
- profit from ↑ consumption of tobacco, alcohol, processed food & drink

Alcohol & ultra-processed food & drink industries

- use similar strategies to tobacco industry
to undermine effective public health policies & programmes

Unhealthy commodity industries deserve NO role in NCD prevention policies

- Current fashion for industry self-regulation & public-private partnerships is foolish, not effective & does NOT improve public health

The only **evidence-based mechanisms**
to prevent harm caused by unhealthy commodity industries
are **public regulation & market intervention**

Rob Moodie, David Stuckler, Carlos Monteiro, Nick Sheron, Bruce Neal, Thaksaphon Thamarangsi, Paul Lincoln, Sally Casswell, on behalf of The Lancet NCD Action Group



How denialism

undermines public health

McKee & Diethelm

BMJ 2010; 341:c6950

Tobacco, alcohol & food companies typically **deny** scientific evidence of harm by using **SLEAZE-PASSAGE** tactics:

- S
- L
- E
- A
- Z
- E

Tobacco, alcohol & food companies typically **deny** scientific evidence of harm by using **SLEAZE-PASSAGE** tactics:

- **S Scientific “conspiracies”** alleged
- **L Lobbying to (secretly) undermine public health messages**
• **+funds, gifts & other incentives to politicians & political parties**
- **E Evidence selected** to favour industry (“cherry picking”)
- **A Absolutely perfect evidence** demanded by industry
- **Z Zany arguments**, logical flaws & distractions to skew priorities
- **E Experts** bought, bent, blinkered, baffled or bullied by industry

Tobacco, alcohol & food companies typically **deny** scientific evidence of harm by using **SLEAZE-PASSAGE** tactics:

- P
- A
- S
- S
- A
- G
- E

Tobacco, alcohol & food companies typically **deny** scientific evidence of harm by using **SLEAZE-PASSAGE** tactics:

- **P Procrastination:** *Talk, Discuss, Promote DOUBT*
- **A Aggressive Attacks:** *“Nanny State, Anti-Business, KillJoy”*
- **S Shift focus** *to Information, Individual Responsibility, PhysActivity*
- **S Suing opponents** & *challenging health policies in courts*
- **A Astroturf:** *creating fake grassroots organizations*
- **G Going for Voluntary** *to avoid Regulation*
- **E Economic threats:** *”job losses, will hurt economy”*

***Framework for categorizing the corporate political activity
of the food industry*** Mialon, Swinburn & Sacks

Information & messaging

Funding

Constituency building

Legal action or threat

Policy Substitution

Opposition fragmentation & destabilization

Framework for categorizing the corporate political activity of the food industry Mialon, Swinburn & Sacks

Information & messaging

Frame debate, reshape evidence

Funding

Politicians, parties, civil servants, community groups

Constituency building

Opinion leaders, media politicians, community

Legal action or threat

Attacking public policies & opponents

Policy Substitution

Voluntary codes or self-regulation

Opposition fragmentation & destabilization

Attacking advocates & groups

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CPA Corporate Political Activity

**Public Health (PH) successes
via *SUPPORT* pathway**

SUPPORT: Implementation path ***for effective public health interventions***

eg. clean water, sanitation, pollution, ↓slavery, immunisation, seatbelts, smokefree etc

- **S**CIENTIFIC evidence emerges
- **U**NDERSTANDING spreads
- **P**ROFESSIONALS accept paradigm
- **P**UBLIC & **P**OLITICIANS become aware, then supportive
- **O**VERCOME **O**PPPOSITION from vested interests
- **R**EGULATION is introduced, often strengthened by
- **T**AXATION to reinforce regulations (eg Tobacco & alcohol control)

Wonderful history of public health successes

Regulation & Legislation protecting YOUR family's health

- Safe drinking water
- Sanitation
- Slavery abolition
- Immunisation

Graham MacKenzie #APHCentury

<https://storify.com/gmacscotland/a-public-health-century-aphcentury-full-version> JAMA 2011 306 38

Wonderful history of public health successes

Regulation & Legislation protecting YOUR family's health

- Safe drinking water
- **Sanitation**
- Slavery abolition
- **Immunisation**
- Road safety
- **Seat belts**
- Air pollution control
- **Tobacco advertising bans**
- **Smokefree legislation**

etc

Graham MacKenzie #APHCentury

<https://storify.com/gmacscotland/a-public-health-century-aphcentury-full-version> JAMA 2011 **306** 38

Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

VISION

STRATEGY

ACTION

Learning from the slavery abolitionists

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VISION

STRATEGY

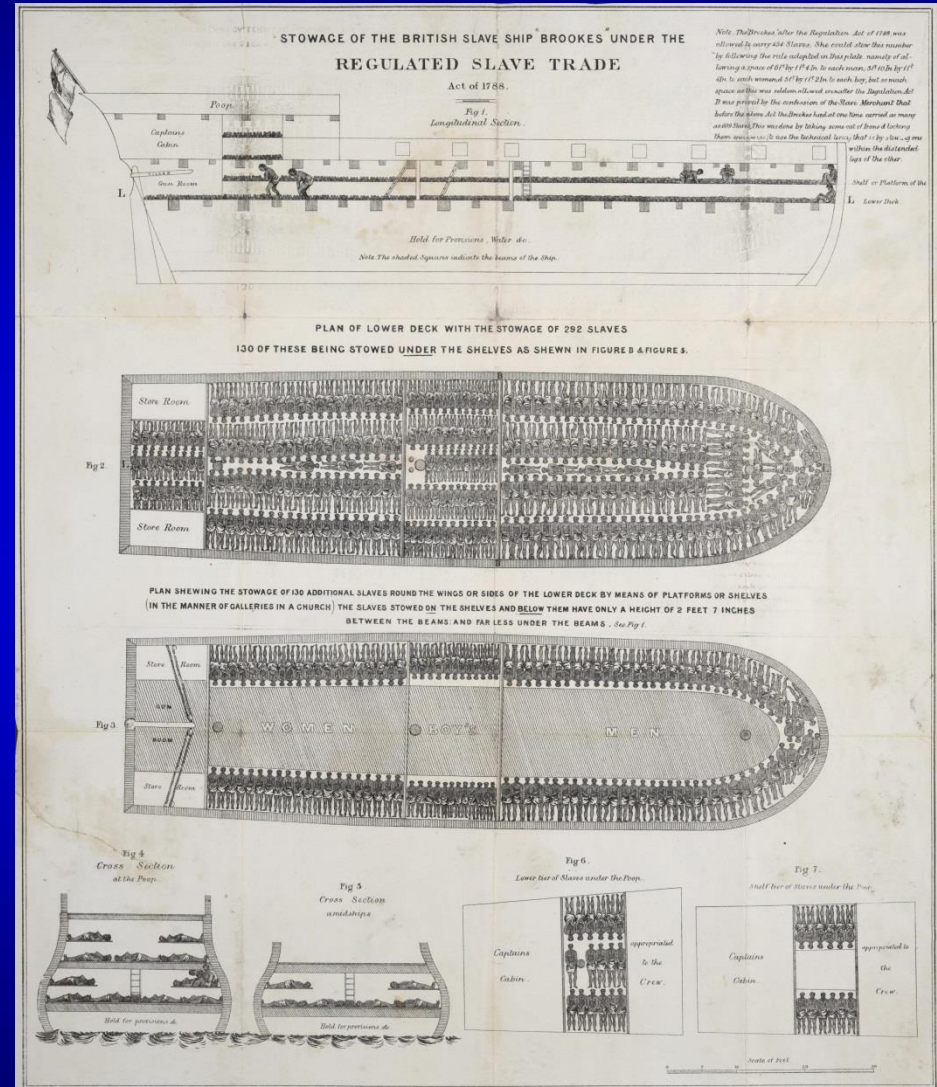
ACTION

"GOOD COP" ADVOCATES

& "BAD COP" ACTIVISTS

VISIONARIES & REALISTS

ALL are ESSENTIAL



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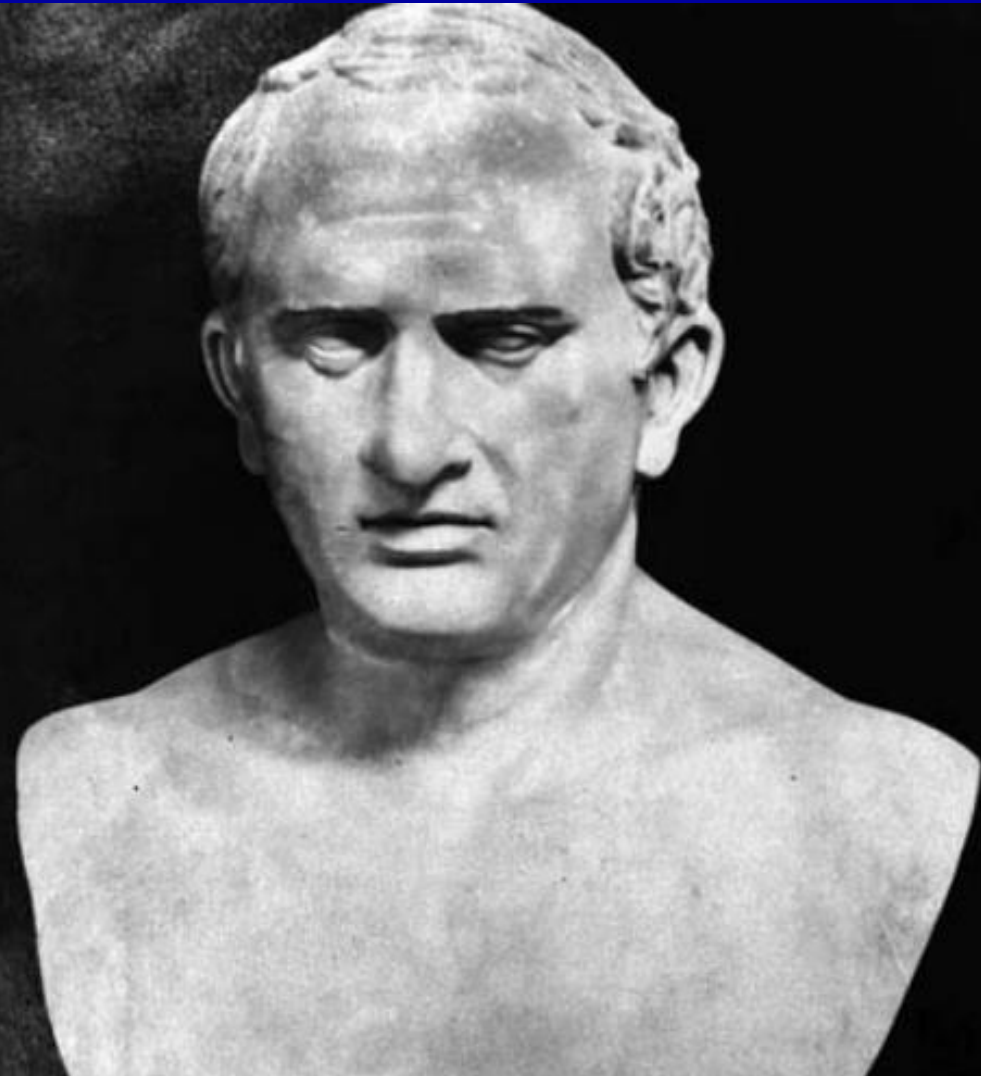
CPA Corporate Political Activity

Public Health (PH) successes via *SUPPORT* pathway

Planning for future successes

Salus populi suprema lex esto

"The welfare of the people shall be the supreme law"

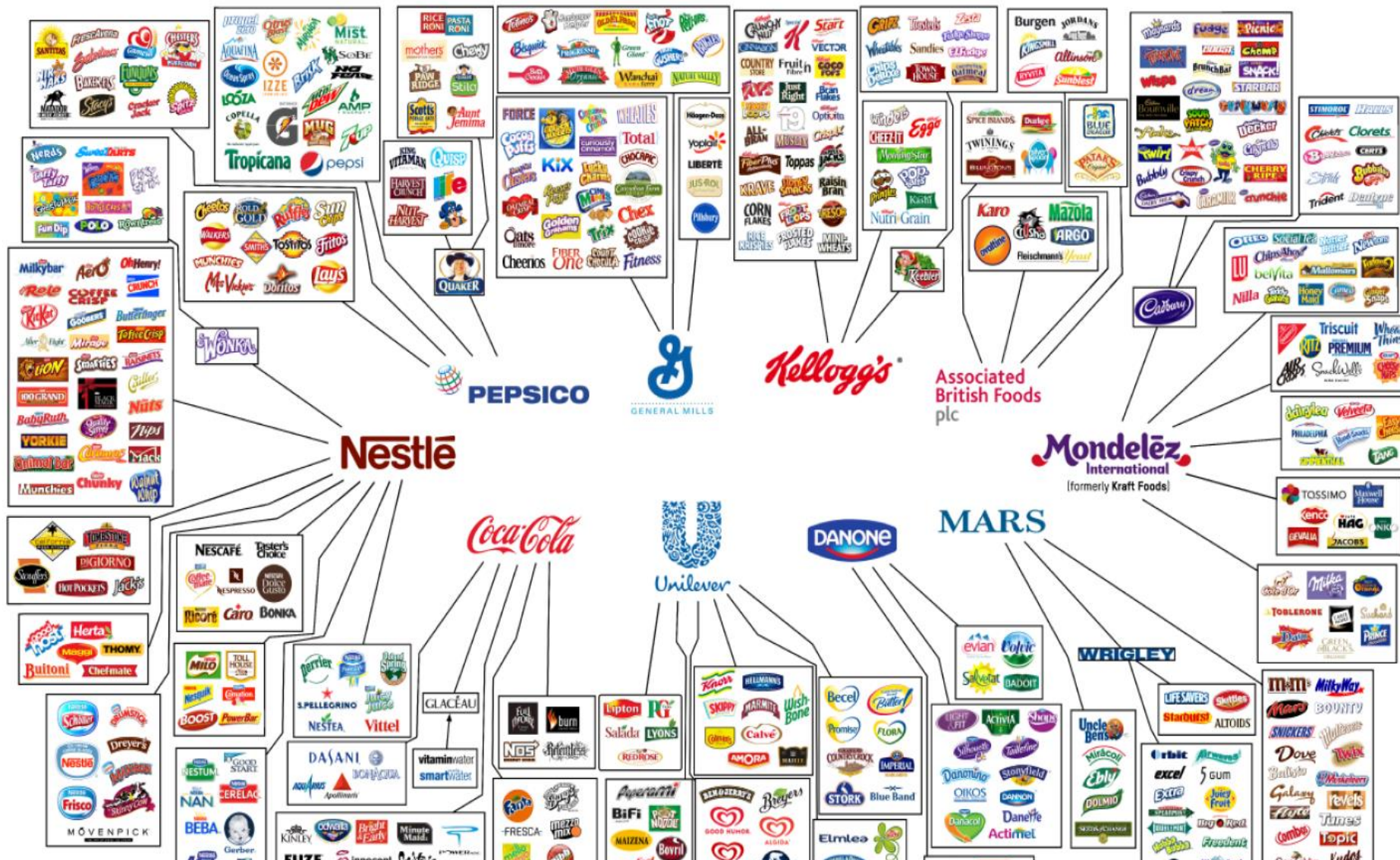


CICERO

Roman Philosopher

OBESITY

These 10 Corporations Control Almost All the Food We Buy



Industrial Corporations prioritise **PROFIT**, not public health

World's 100 Largest Economies by Revenues, 2014

Government/ Corporation	2014 Revenues, Billions US \$	Government/ Corporation	2014 Revenues, Billions US \$	Government/ Corporation	2014 Revenues, Billions US \$
United States	3,029	Berkshire Hathaway	195	Allianz	128
China	2,285	Denmark	193	Verizon	127
Germany	1,680	Chevron	192	Kuwait	125
Japan	1,512	Turkey	190	BNP Paribas	125
France	1,507	India	186	AmerisourceBergen	124
Italy	991	McKesson	174	Fannie Mae	122
United Kingdom	936	Daimler	172	Lukoil	121
Brazil	861	ICBC	167	Bank of China	121
Canada	675	EXOR	158	Greece	120
Spain	530	Gazprom	158	Honda Motor	117
Australia	493	General Motors	156	Argentina	117
Wal-Mart Stores	486	AXA Group	154	Costco Wholesale	116
Sinopec	428	Phillips 66	150	Colombia	114
Royal Dutch Shell	420	General Electric	149	General Group	112
Russia	417	E.ON	148	JX Holdings	111
Netherlands	414	Finland	146	Hewlett-Packard	110
Exxon Mobil	376	Eni	146	Kroger	109
BP	353	Ford Motor	144	JP Morgan Chase	102
South Korea	351	Petrobras	144	Iraq	101
State Grid	334	Venezuela	143	Express Scripts	
PetroChina	333	United Arab		Holding	101
Mexico	301	Emirates	141	Portugal	100
Norway	294	China State		Nestle	100
Sweden	291	Construction Bank	140	Bank of America	95
Saudi Arabia	279	CVS Caremark	139	IBM	94
Volkswagen Group	269	Hon Hai Precision	139	Poland	93
Belgium	268	Indonesia	135	Marathon	
Toyota Motor	252	AT&T	132	Petroleum	91
Switzerland	228	Valero Energy	131	Cardinal Health	91
Glencore		UnitedHealth Group	131	Citigroup	91
International	221	China Construction		Boeing	90
Austria	218	Bank	131	Amazon	89
Total	211	Agricultural Bank of		Wells Fargo	88
Apple	199	China	129	South Africa	87
Samsung Electronics	196	Rosneft	129	Microsoft	87

63 corporations and 37 governments

Nick.Freudenberg@sph.cuny.edu

Brave New World?

via [@Steve_Cutts](#) Douglas Webb [@DougUNDP](#) [NCD Alliance](#)



Obesity cost per year
Sugar contributes to:



£3.4bn

NHS dental
care costs



£5bn

NHS obesity
costs



£8.8bn

NHS type 2
diabetes costs



£27bn

Cost to wider
economy

Health Select Committee:

Kids Need COMPREHENSIVE Obesity Prevention Strategy

**HSC : need a comprehensive strategy
addressing ALL major pieces of “Rutter jigsaw”**

Health Select Committee:

Kids Need **COMPREHENSIVE Obesity Prevention Strategy**

- ↓↓ **Restrictions on Advertising to children:**
- ↑↑ **Reformulation**
- ↑↑ **20% tax on full sugar soft drinks**
- ↓↓ **Price Promotions**
- ↓↓ **Placement of food & drink in retail environment**
- ↑↑ **Labelling**
- ↓↓ **Portion sizes & caps**
- ↑↑ **Nutrition standards in ALL schools**
- ↑↑ **Support local authorities & wider public sector**
- ↑↑ **Early interventions**
- ↓↓ **Calorie reduction (not just sugar)**
- ↑ **Physical Activity**

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CONCLUSIONS

NCD burden caused by POOR DIET, Tobacco, Alcohol & Inactivity

Tobacco Control 3As: Affordability, Acceptability & Availability

Big Tobacco lied & millions died; ditto Big Food & Big Booze tactics

Industry Tactics summarised by Savell/Mialon Frameworks (PIPED SLEAZE)

Public Health (PH) successes via *SUPPORT* pathway

*Scientific evidence / Understanding / Professional & Public
support / Overcome Opposition / Regulation & Taxation*

Successful campaigns need Advocacy PLUS Activism

Celebrate 150 PH achievements, and plan future successes!