

Children's health: stranded between corporate power & corporate powerlessness -*Commentary*

CONCLUSIONS

Tobacco Control 3As: Affordability, Acceptability & Availability

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

Industry Tactics summarised by Savell/Mialon Frameworks (MARSH)

Public Health (PH) successes via *SUPPORT* pathway

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

Successful PH campaigns need both Advocacy + Activism

Law & Non-Communicable Diseases Unit
School of Law & Social Justice
Garrath Williams Seminar



Children's health: stranded between corporate power & corporate powerlessness

Commentary: Simon Capewell

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LIVERPOOL UNIVERSITY, UK

Liverpool30th March 2017

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

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THIS COMMENTARY

1. Tobacco Control lessons: "3As"
2. Big Tobacco lied & millions died
3. CPA (Corporate Political Activity)
4. Public Health successes & *lessons*

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THIS COMMENTARY

Tobacco Control Lessons: "3As"

Tobacco Control

"3As": Reduce
Affordability

Acceptability

Availability



Tobacco Control



"3As": Reduce

Affordability

↑ Tax, ↑ Price, Stop smuggling

Acceptability

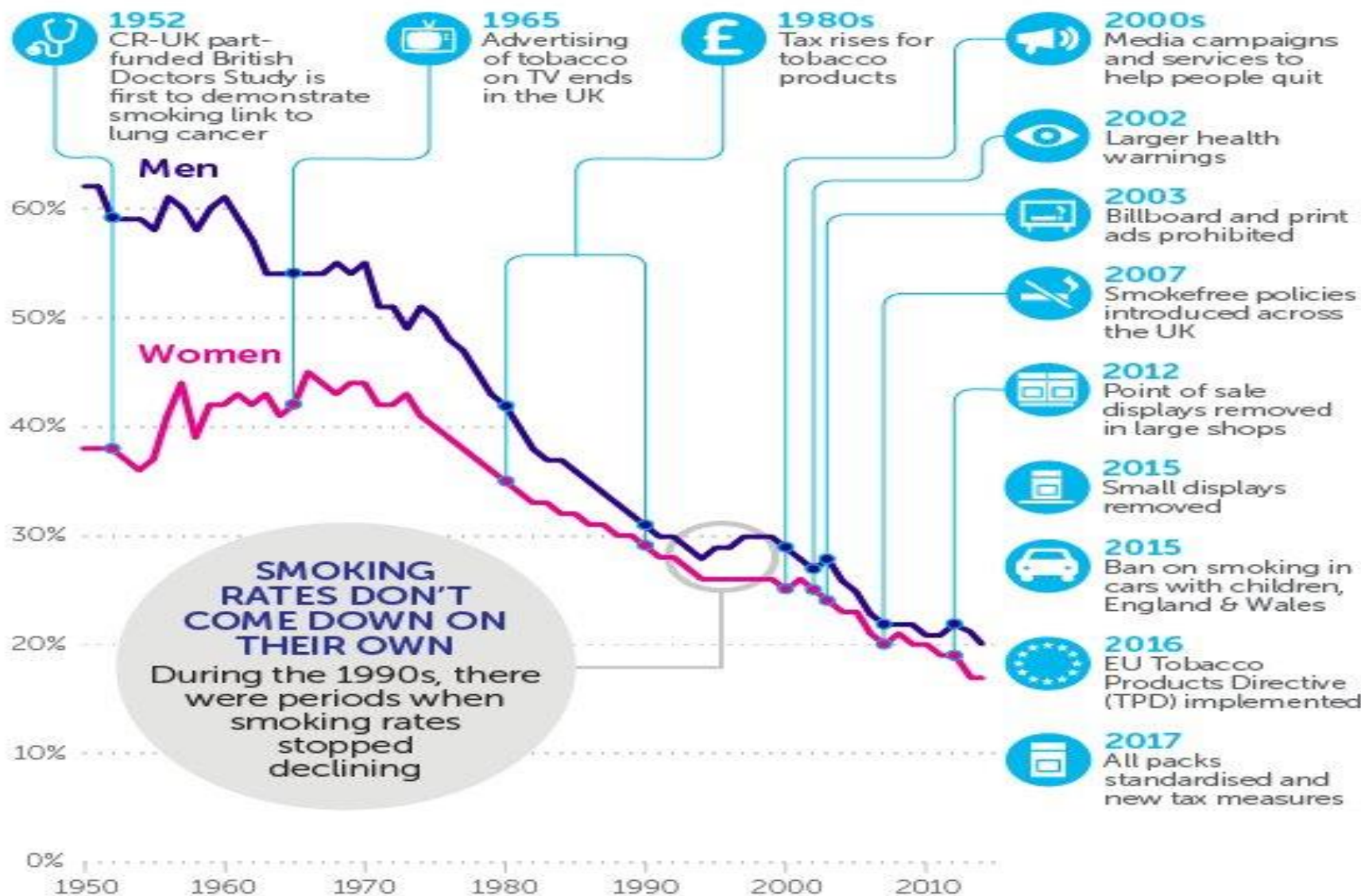
Advertising bans, SmokeFree Laws, PlainPacks

Availability

Licensing retailers, Age checks



SMOKING RATES DECLINE WITH ACTION



SMOKING RATES DON'T COME DOWN ON THEIR OWN
 During the 1990s, there were periods when smoking rates stopped declining

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

Lessons from Tobacco Control ?



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

Why pick on poor old SUGAR??





Learning from the battle against tobacco?

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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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Big Tobacco lied & millions died

CPA = Corporate Political Activity

O B E S I T Y



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/

Public Health

A proposed approach to systematically identify and monitor the corporate political activity of the food industry with respect to public health using publicly available information

M. Mialon¹, B. Swinburn^{1,2} and G. Sacks¹

¹World Health Organization Collaborating Centre for Obesity Prevention, Deakin University, Burwood, Victoria, Australia;

²School of Population Health, University of Auckland, Auckland, New Zealand

Summary

Unhealthy diets represent one of the major risk factors for non-communicable diseases. There is currently a risk that the political influence of the food industry results in public health policies that do not adequately balance public and commercial interests. This paper aims to develop a framework for categorizing the corporate political activity of the food industry with respect to public health and

MARSH ~ tactics used by Tobacco & Food Industries to block market regulation

M Misinformation

A Attack

R Recruit constituencies

S Substitute ineffective interventions

H Heaps of money for politicians, journalists, scientists

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Reshaping evidence; lobbying (Direct or via third parties); ↑Doubt; Procrastinate

A Attack

Neutralise, discredit, fragment & destabilise opponents: “Nanny State, Anti-business”

Litigation, challenge policies in courts, threaten legal action or “job losses”

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R Recruit constituencies

Build internal constituencies, alliances & trade associations

External constituencies, other sectors; policymakers; media; unions;

civil society, consumers, employees, public; astroturf (*fake grassroots organizations*)

S Substitute ineffective interventions

Voluntary, self-regulation, Public-Private-Partnerships (PPPs), Education, individual choice

H Heaps of money for politicians, journalists & scientists

Gifts, entertainment, money, bribes, jobs & revolving door

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Public Health (PH) successes
via *SUPPORT* pathway

A Public Health Century #APHCentury Graham Mackenzie



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

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

SUPPORT: Implementation path for effective public health interventions

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

• S
• U
• P
• P
• O
• R
• T

SUPPORT: Implementation path for effective public health interventions

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

- **S** SCIENTIFIC evidence emerges
- **U** NDERSTANDING spreads
- **P** ROFESSIONALS accept paradigm
- **P** UBLIC & POLITICIANS become aware, then supportive
- **O**
- **R**
- **T**

SUPPORT: Implementation path for effective public health interventions

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- **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)

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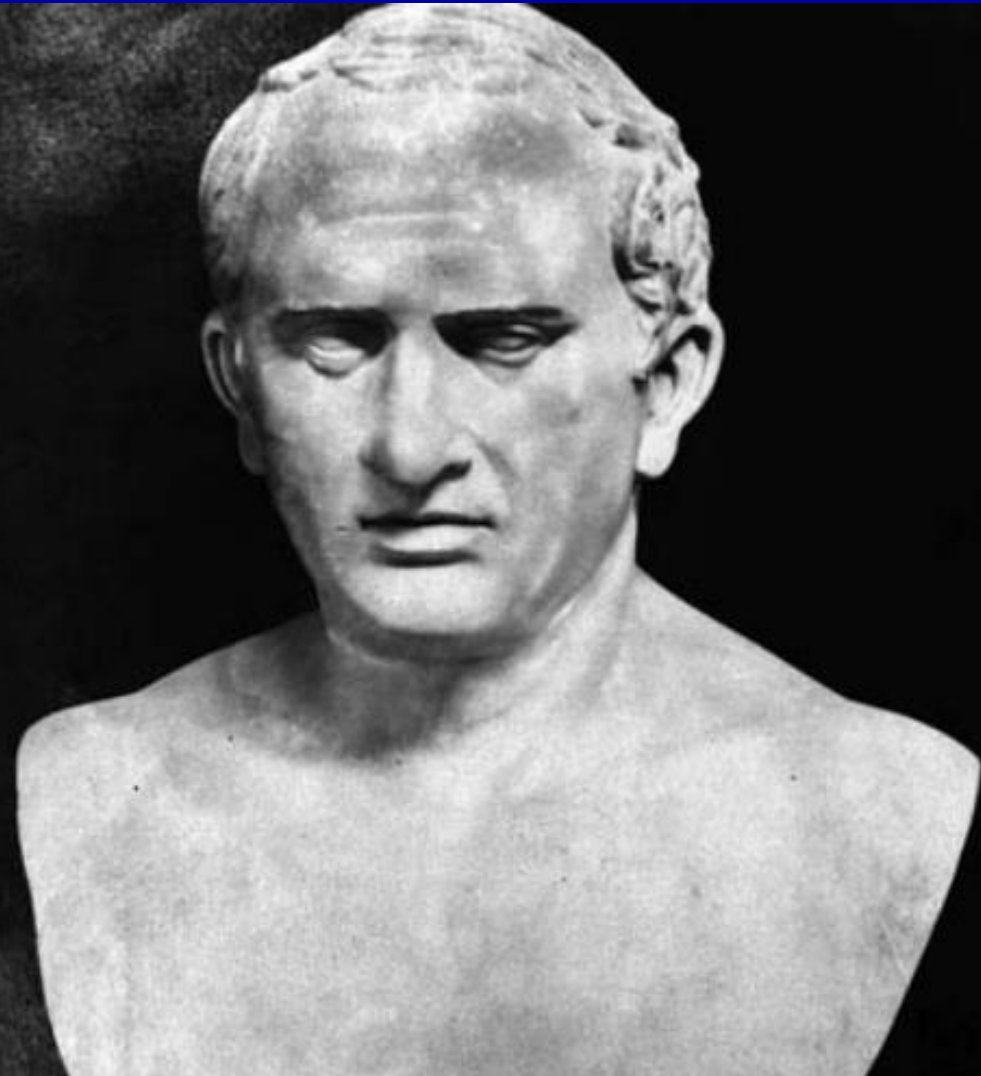
CPA Corporate Political Activity

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



House of Commons
Health Committee

Childhood obesity— brave and bold action

First Report of Session 2015–16

Health Select Committee:

Kids Need COMPREHENSIVE Obesity Prevention Strategy

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



Harry Rutter
@harryrutter

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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RESERVE

SLIDES