

Commercial Determinants of Health

Professor Emma Boyland
Chair of Food Marketing and Child Health

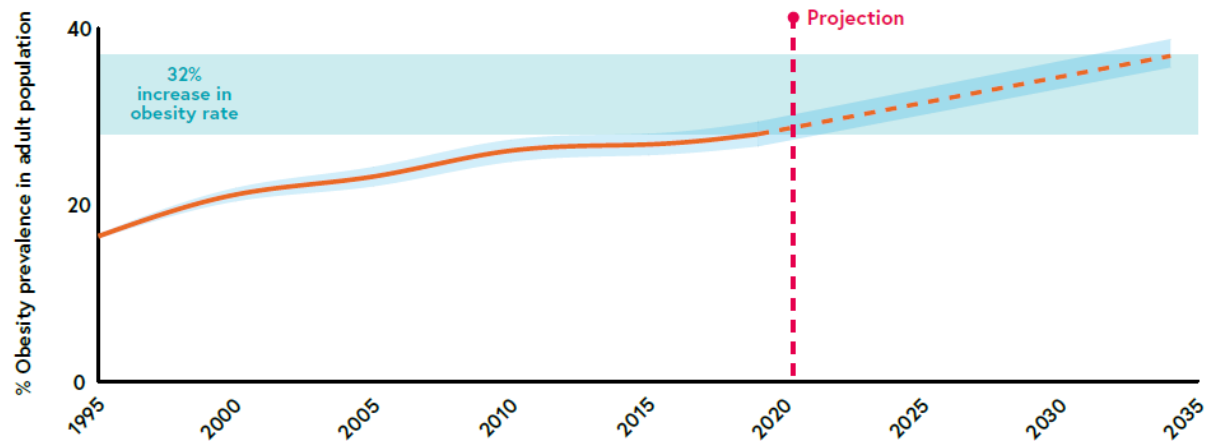


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The problem of obesity



Physical health consequences

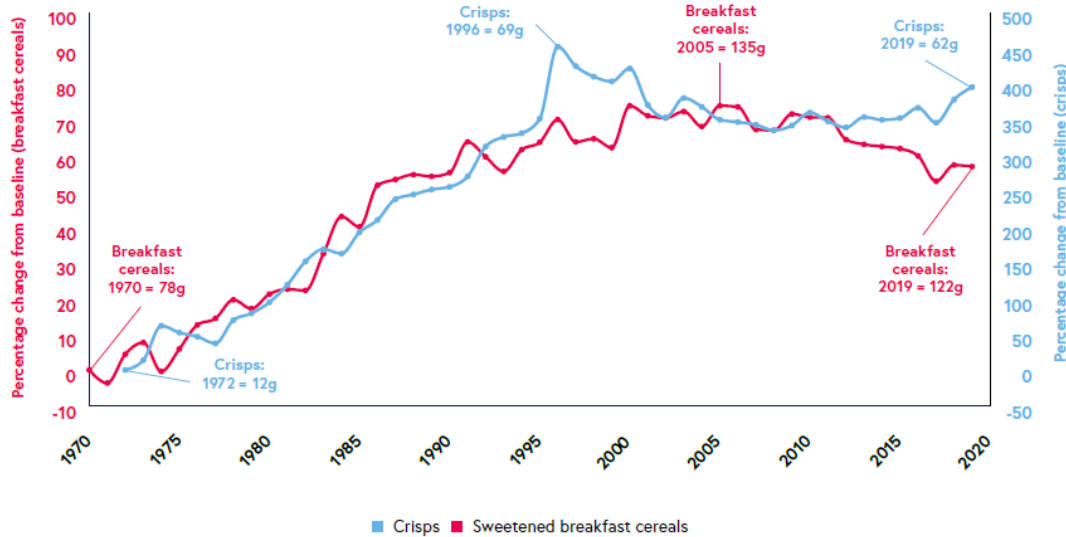
- Heart disease
- Diabetes
- Several cancers
- Reduced mobility

Mental health consequences

- Bullying & Isolation
- Depression

Economic consequences

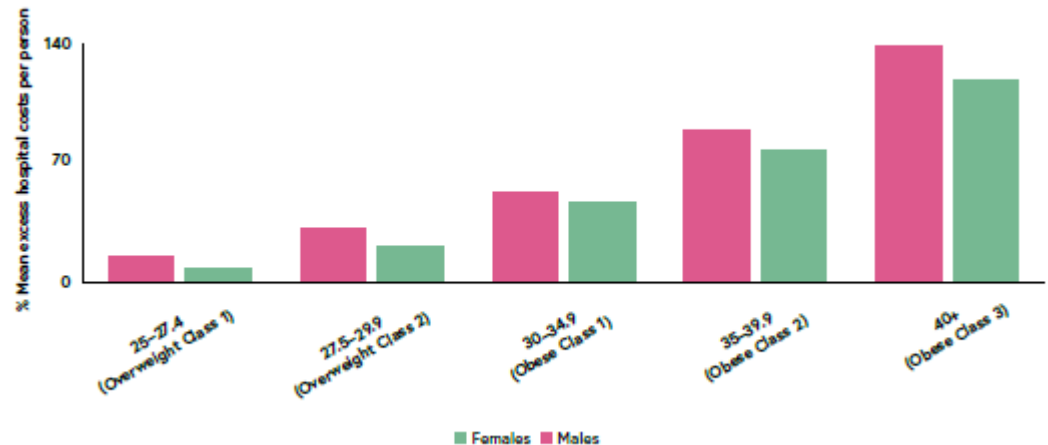
- Time off work (lost productivity)
- Healthcare costs



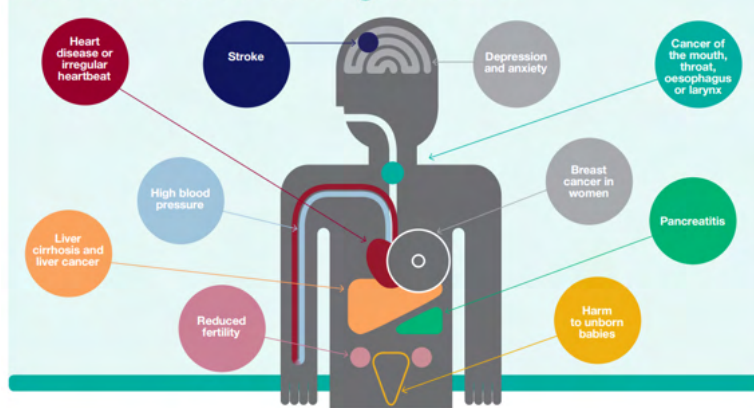
Increased consumption of less healthy foods

(foods also getting less healthy over time e.g., more sugar)

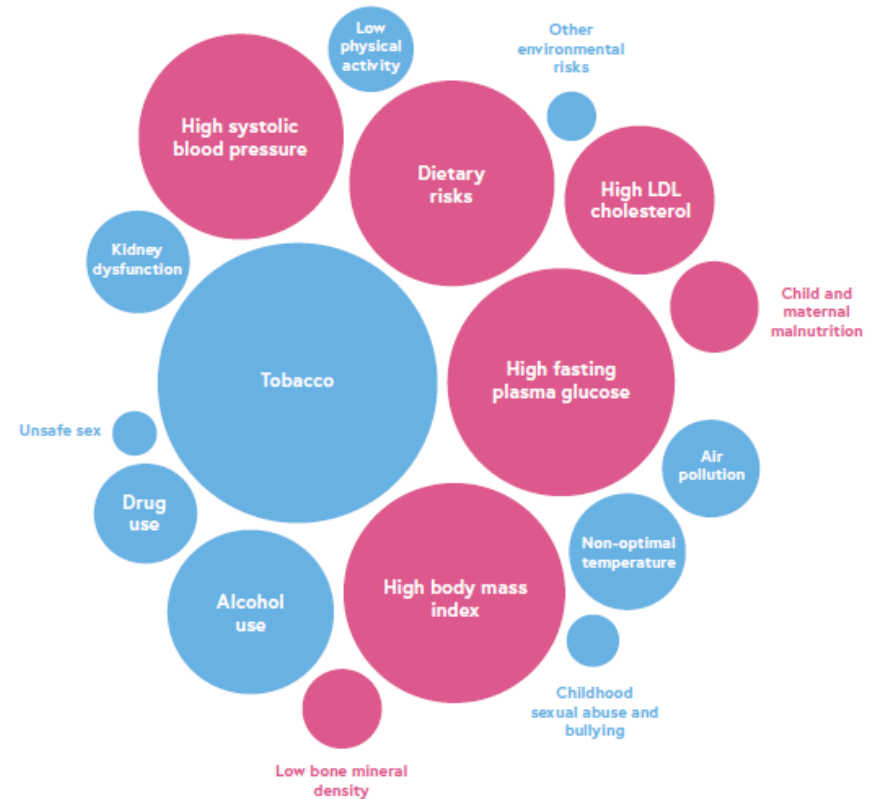
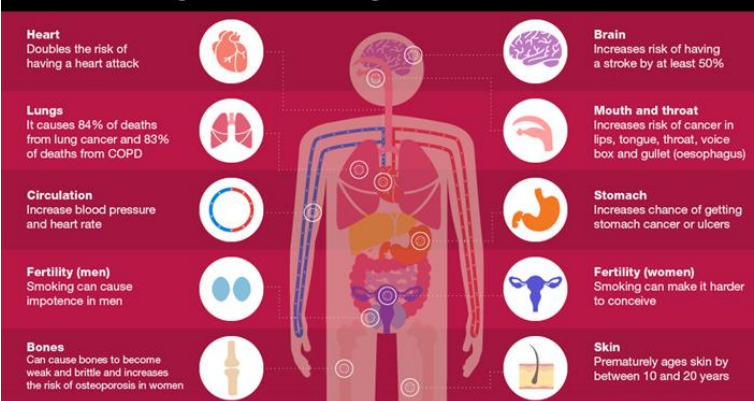
Poorer diet
↓
Gain weight
↓
More likely to be hospitalized
↓
Higher cost when we are



Alcohol misuse damages health



How smoking harms the body



Proportion of years lost to avoidable
ill health and death by cause

Pink = caused or exacerbated by
poor diet

Treating obesity

Extended and standard duration weight-loss programme referrals for adults in primary care (WRAP): a randomised controlled trial

Amy L Ahern, Graham M Wheeler, Paul Aveyard, Emma J Boyland, Jason C G Halford, Adrian P Mander, Jennifer Woolston, Ann M Thomson, Melina Tsiountsioura, Darren Cole, Bethan R Mead, Lisa Irvine, David Turner, Marc Suhrcke, Laura Pimpin, Lise Retat, Abbygail Jaccard, Laura Webber, Simon R Cohn, Susan A Jebb

Behavioural interventions

DMM Disease Models & Mechanisms
dmm.biologists.org

Anti-obesity drugs: past, present and future

R. John Rodgers, Matthias H. Tschöp, and John P. H. Wilding

Pharmacological interventions

[Obesity Surgery](#)

July 2019, Volume 29, [Issue 7](#), pp 2180–2190 | [Cite as](#)

Comparative Efficacy of Bariatric Surgery in the Treatment of Morbid Obesity and Diabetes Mellitus: a Systematic Review and Network Meta-Analysis

Authors

[Authors and affiliations](#)

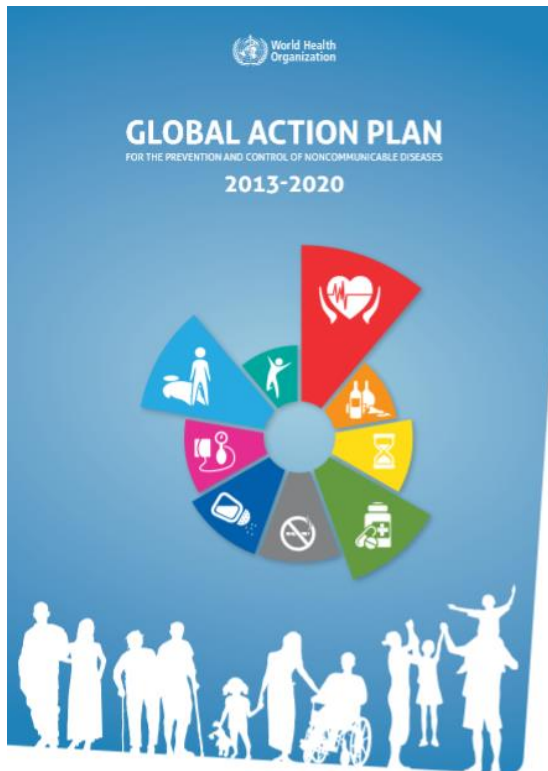
Chan Hyuk Park, Seung-Joo Nam, Hyuk Soon Choi, Kyoung Oh Kim, Do Hoon Kim, Jung-Wook Kim, Won Sohn,

Surgical interventions

BUT 1) can't treat entire population and 2) £££

Prevention is better than cure

Preventative public health measures are non-medical interventions designed to reduce the spread of disease.



ORIGINAL RESEARCH

WILEY **pediatricobesity**

The potential for long-term cost-effectiveness of obesity prevention interventions in the early years of life

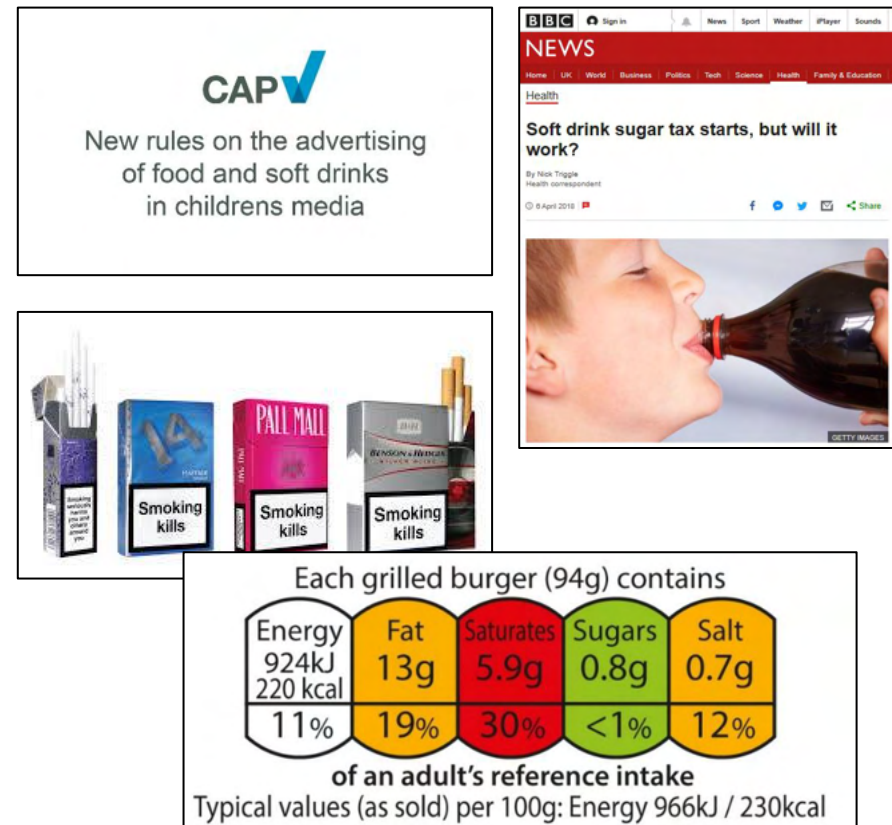
Vicki Brown^{1,2} | Jaithri Ananthapavan² | Diana Sonntag^{3,4} | Eng Joo Tan^{1,5} | Alison Hayes^{1,5} | Marj Moodie^{1,2}

“A small population level reduction in BMI z-score in children 2-5 years would result in 36,496 health-adjusted life years saved and health care cost-savings of approx. \$301 million over the lifetime”

Examples of public health measures: UK



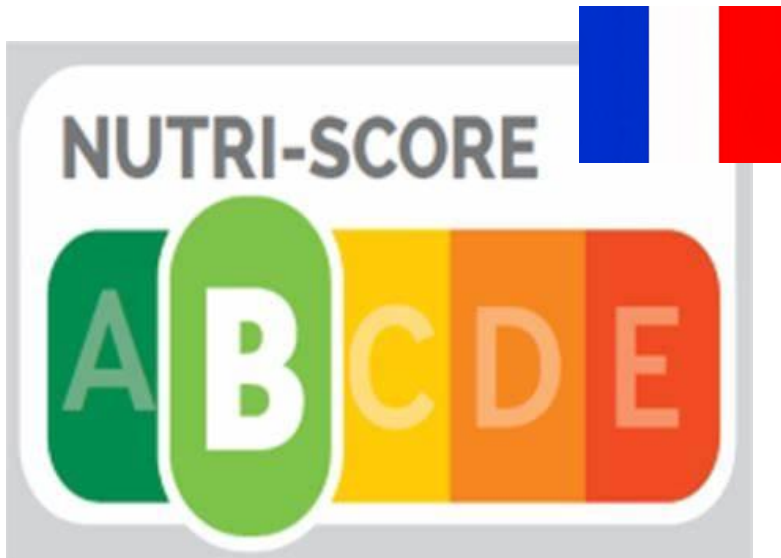
UK prevention strategies



UK prevention policies

Examples of public health measures: International

Mexico's sugar tax leads to fall in consumption for second year running



Chile's New Advertising Restrictions Just the Tip of the Iceberg



The marketing campaigns of multi-national corporations are harming our physical, mental, and collective wellbeing

Hastings, 2012

Factors that influence health which stem from the profit motive

West & Marteau, 2013

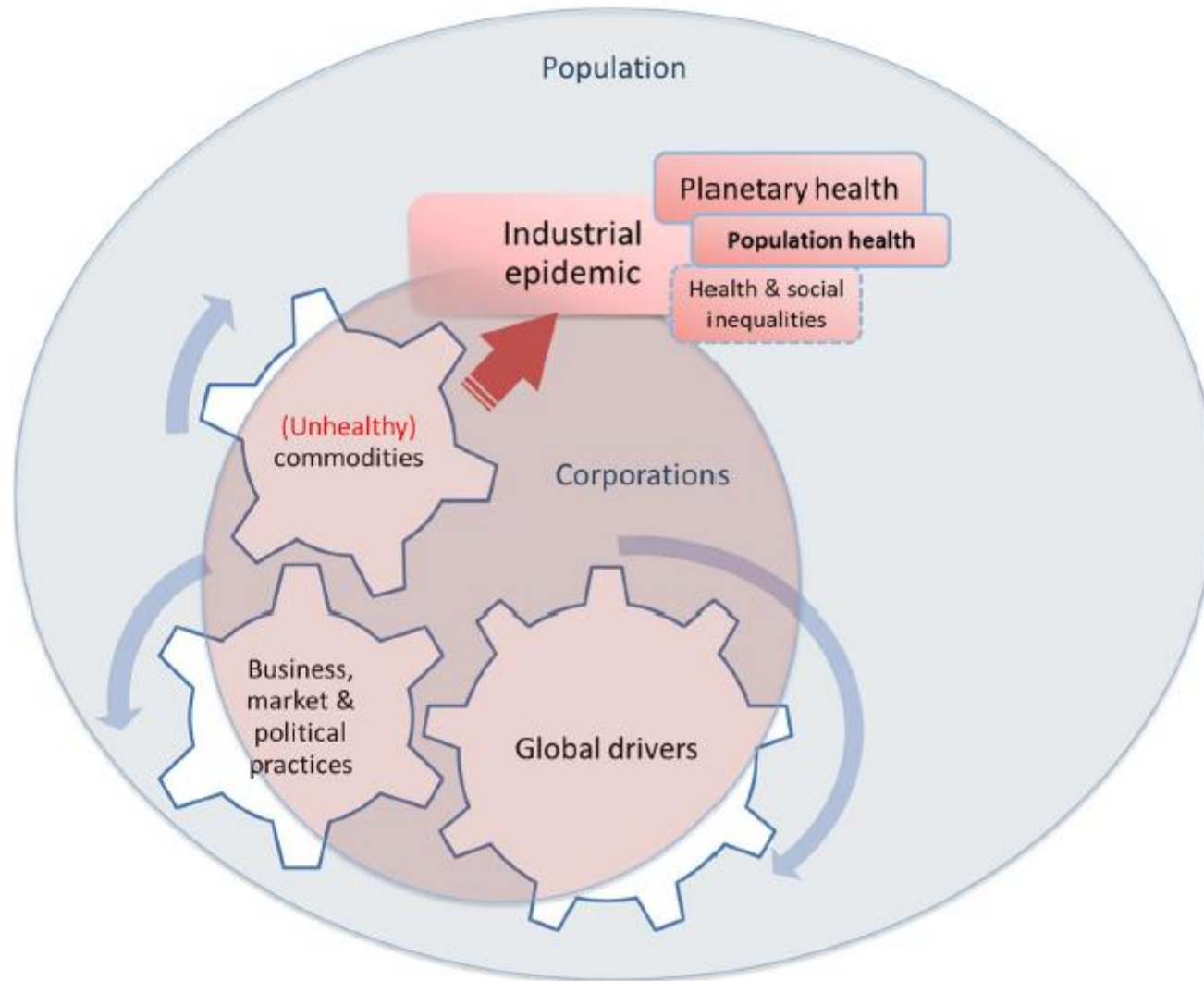
COMMERCIAL DETERMINANTS OF HEALTH

Today, many of the threats to health that contribute to non-communicable diseases come from corporations that are big, rich and powerful, driven by commercial interests, and far less friendly to health"

Margaret Chan, World Health Organization

Strategies and approaches used by the private sector to promote products and choices that are detrimental to health

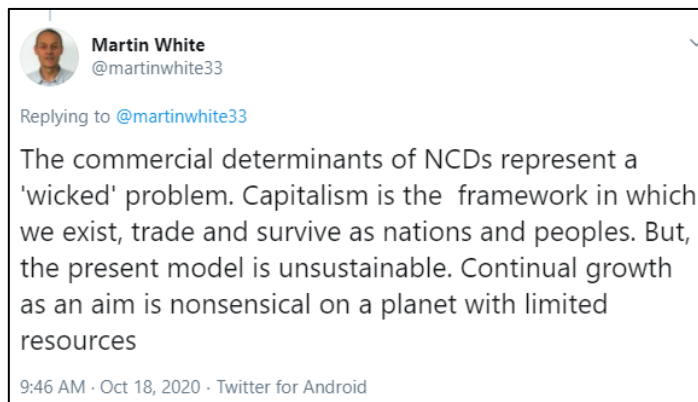
Kickbusch, 2016



Weighing up



- **Generates wealth (jobs, profit)**
- **Drives tech innovation**
- **Provide products valued by societies**
- **Health impacts of their activities**
- **Environmental impact**

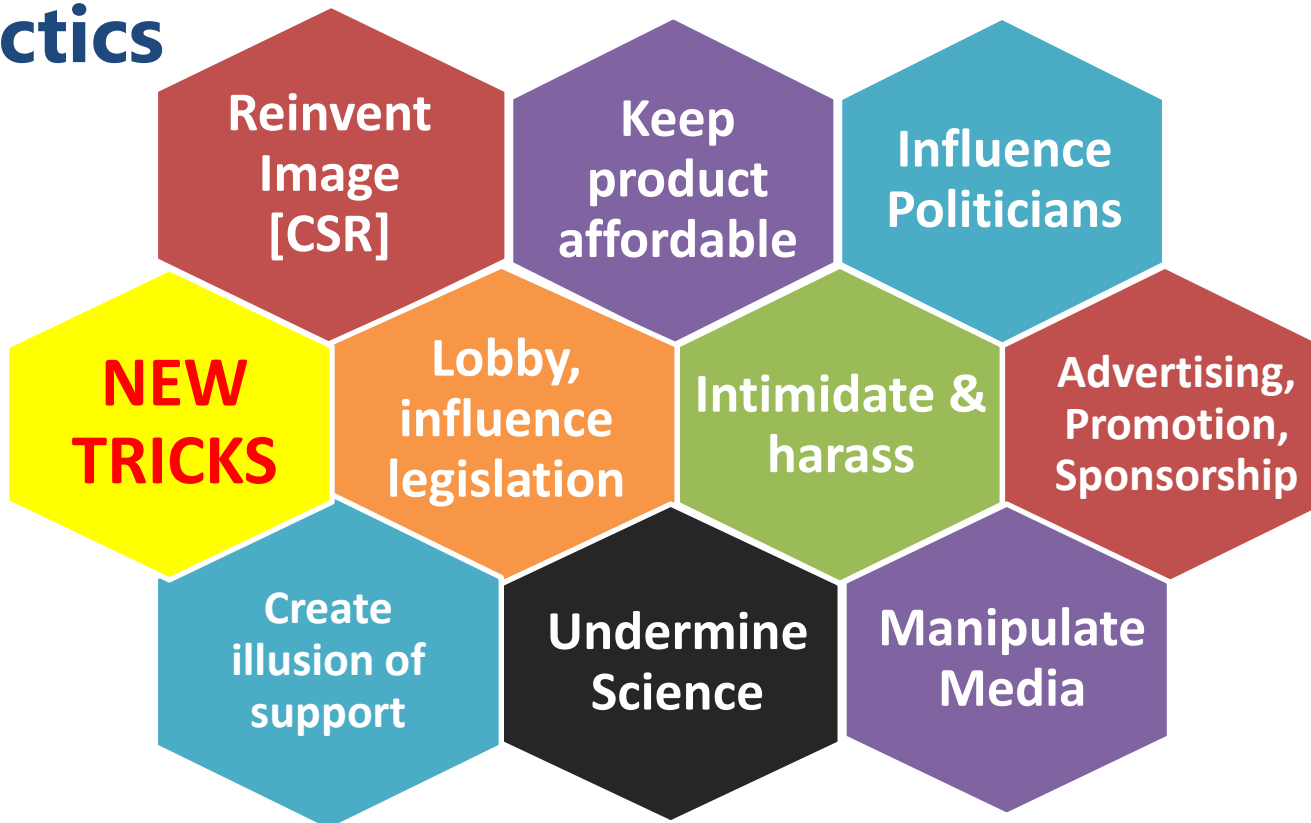




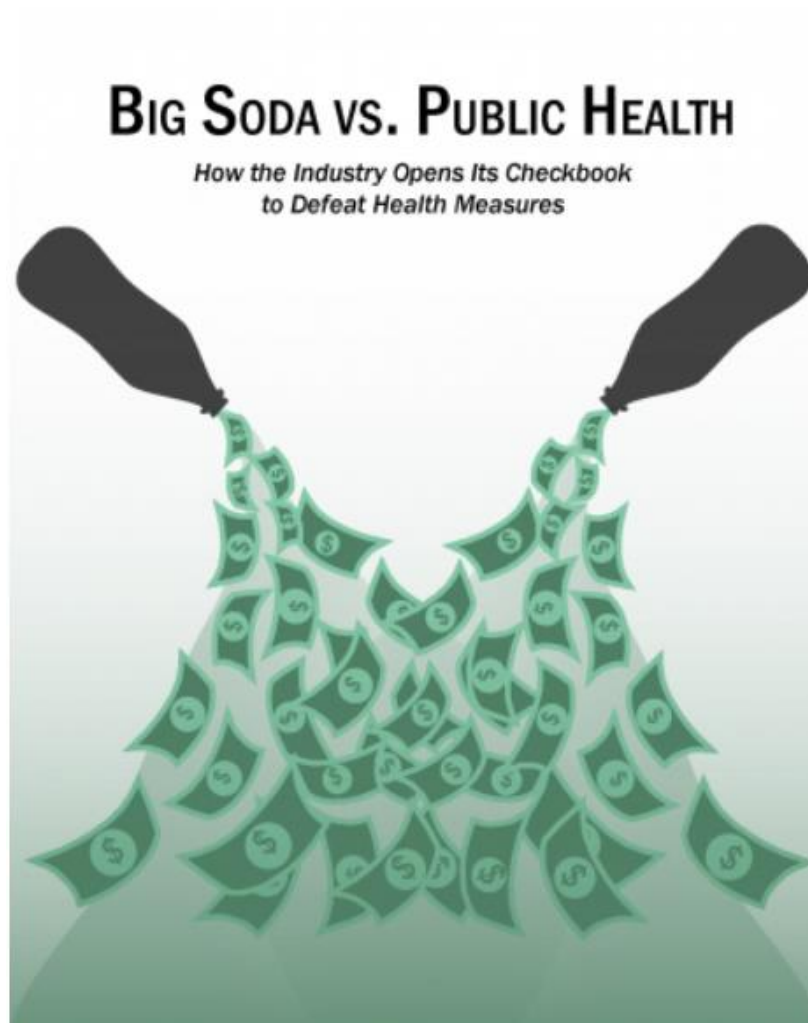
"It is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda, and Big Alcohol. All of these industries fear regulation, and protect themselves by using the same tactics"

Dr Margaret Chan
Former Director-General of World
Health Organization

Industry Tactics



Source: Bellew, B., Allen, M., Jones, A.
Stopping Tobacco Industry Interference
eLearning Module 3: 'The Tobacco Industry'
The Union (2013)
<http://elearning.theunion.org/>



Coca-Cola, PepsiCo, and the American Beverage Association spent a total of **US\$114 million** on lobbying at the federal level between 2009 and 2015

Source: <https://cspinet.org/resource/big-soda-vs-public-health-2015-edition>

OPEN ACCESS Freely available online

PLOS MEDICINE

Policy Forum

Soda and Tobacco Industry Corporate Social Responsibility Campaigns: How Do They Compare?

Lori Dorfman¹, Andrew Cheyne^{1*}, Lissy C. Friedman², Asiya Wadud¹, Mark Gottlieb²

¹ Berkeley Media Studies Group, Berkeley, California, United States of America, ² Public Health Advocacy Institute, Boston, Massachusetts, United States of America



Companies openly speak about using so-called “corporate citizenship” to buff their public image





International Journal of
*Environmental Research
and Public Health*



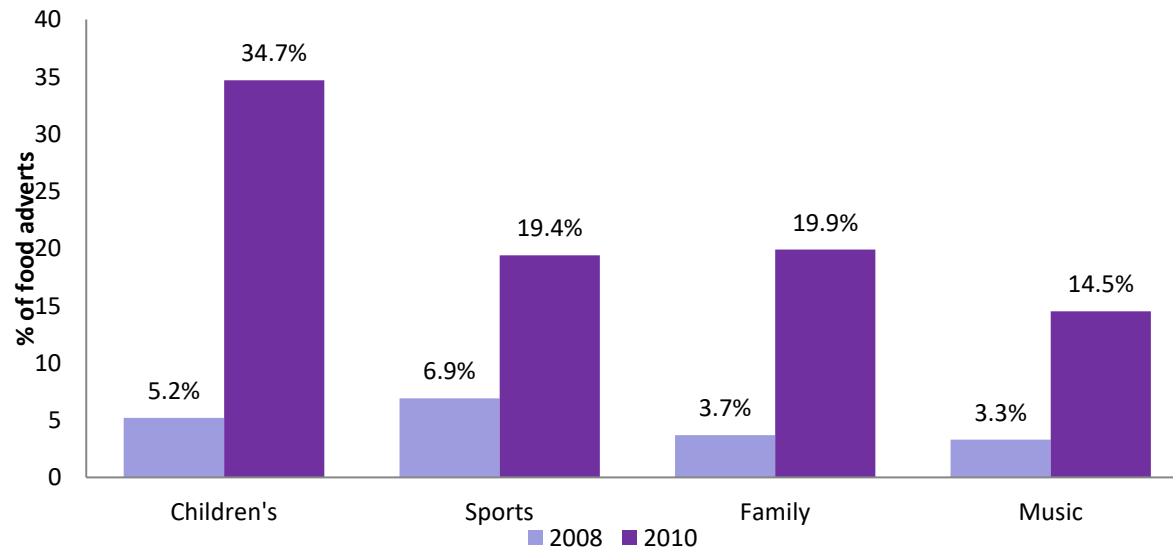
Article

The Health Halo Trend in UK Television Food Advertising Viewed by Children: The Rise of Implicit and Explicit Health Messaging in the Promotion of Unhealthy Foods

Rosa Whalen ^{1,*} , Joanne Harrold ¹, Simon Child ² , Jason Halford ¹ and Emma Boyland ¹



Example: Coca-Cola's 'Grandpa-Living a Healthy Lifestyle' (2013)

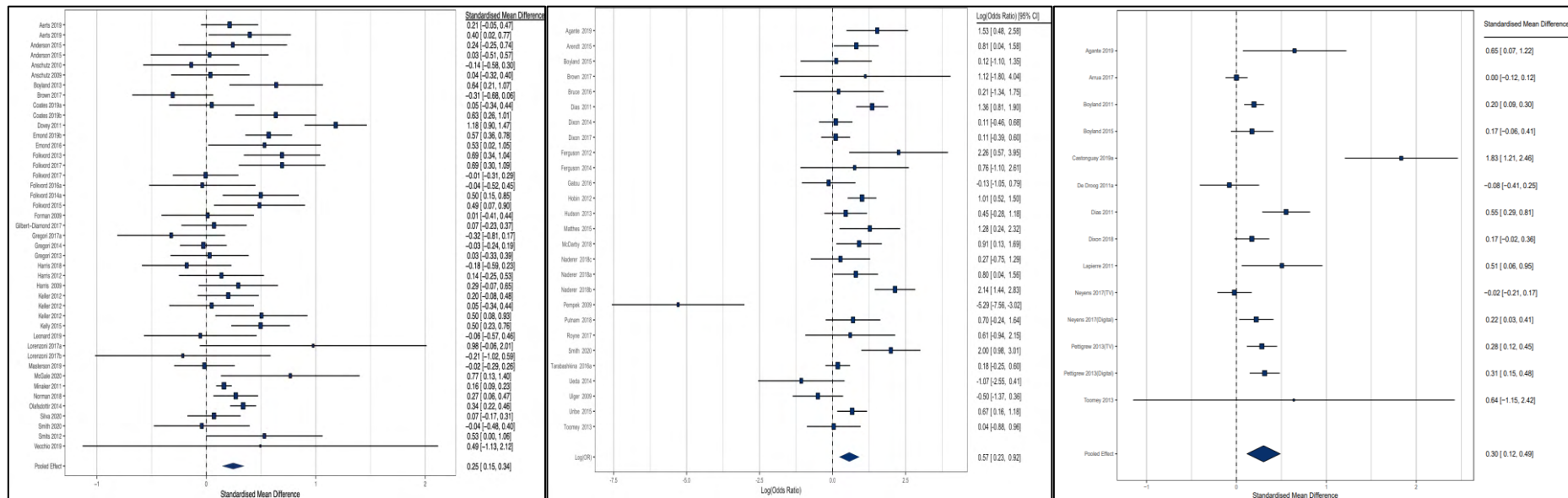


Example: McDonald's 'Little Farmers' TV Ad (2013)

JAMA Pediatrics | Original Investigation

Association of Food and Nonalcoholic Beverage Marketing With Children and Adolescents' Eating Behaviors and Health A Systematic Review and Meta-analysis

Emma Boyland, PhD; Lauren McGale, PhD; Michelle Maden, PhD; Juliet Hounsome, PhD; Angela Boland, PhD; Kathryn Angus; Andrew Jones, PhD



Intake

Choice

Preference

Scotch Whisky Association challenges Scotland's minimum alcohol price law

19 July 2012



<https://www.bbc.co.uk/news/uk-scotland-scotland-politics-18898024>

Mass media used as a vehicle for deploying arguments against policies

Resistance from corporations involved in the production, marketing and retailing of targeted commodities

<http://www.fdf.org.uk/news.aspx?article=8328>

News article

27 July 2020

The Food and Drink Federation responds to the announcement of the new UK Government's obesity strategy

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Responding to the announcement of the new UK Government's obesity strategy, Tim Rycroft, Chief Operating Officer at the Food and Drink Federation said:

"The UK's food and drink manufacturers and the half a million people we employ – so recently the heroes heralded by government for feeding the nation during the Covid crisis – will be reeling today from this punishing blow.

"As the economy struggles to recover, new restrictions on promoting and advertising everyday food and drink will increase the price of food [1], reduce consumer choice and threaten jobs across the UK. And all to save 17 calories a day [2].

“Framing” the debate – the example of alcohol

Framing = the way that health problems are defined in the news media, i.e. the nature of the problem, its drivers, causal agendas, effects, and potential solutions
Hilton et al., 2019

Table 1. Summary of the divergence between the framing of the minimum unit pricing debate by advocates and critics in UK newspapers.

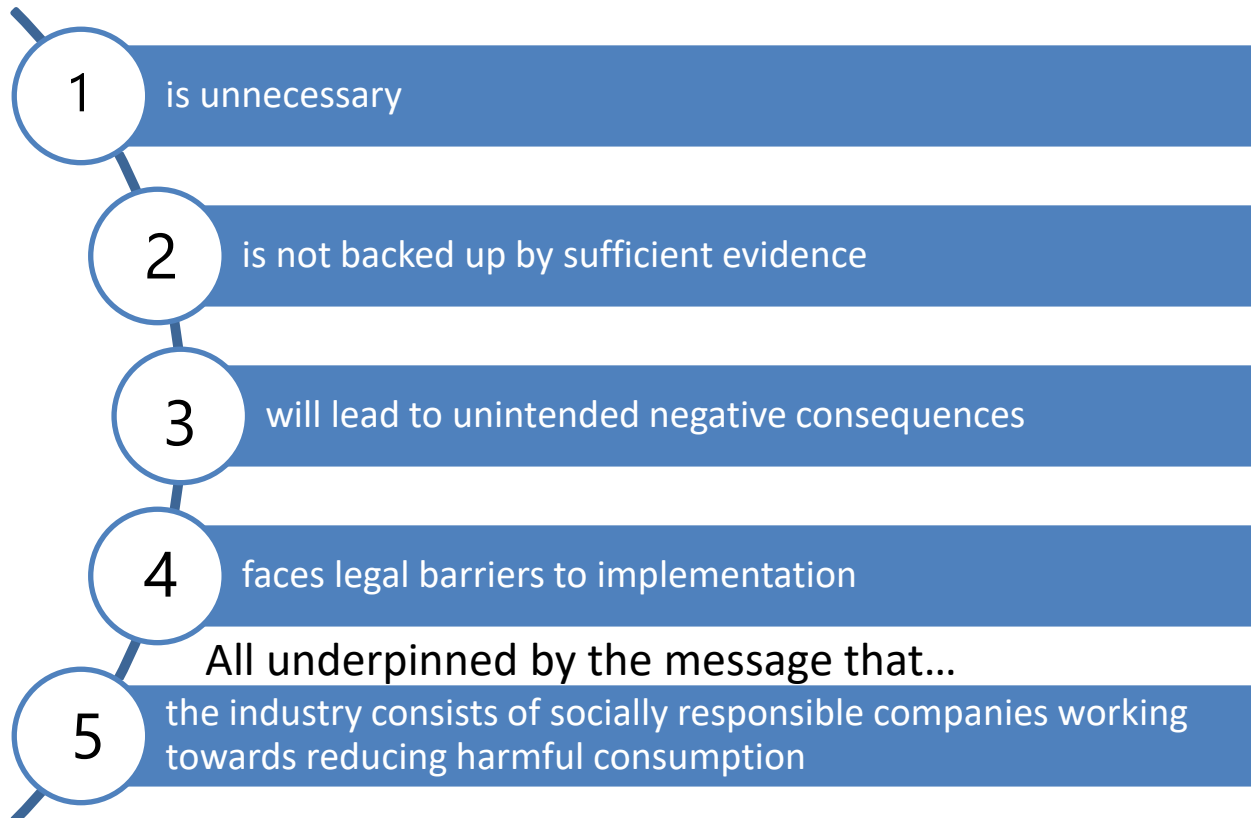
	Advocates	Critics
Overall framing of the debate	Emphasised the existing burden of alcohol-related harms to provide a reason for targeting health and social disorder issues	Emphasised that minimum unit pricing will not work, sometimes without providing supportive reasons and tended to avoid describing drivers of the alcohol problem
Drivers of the alcohol problem	Cheap alcohol, especially loss leading Irresponsible alcohol marketing	Problem people: youth binge drinkers and dependent drinkers Problem attitudes to alcohol
Arguments about minimum unit pricing	Targets cheap drinks and irresponsible retailing Targets alcohol misuse Will reduce social and health harms	No evidence it will be effective Will punish responsible drinkers Will punish the poor Will harm businesses Will lead to illicit alcohol trading Will be illegal

Table summarises material reported in (Hilton, Wood, Patterson, & Katikireddi, 2014).

Katikireddi & Hilton, 2015

Common typology of frames

Increased regulation...

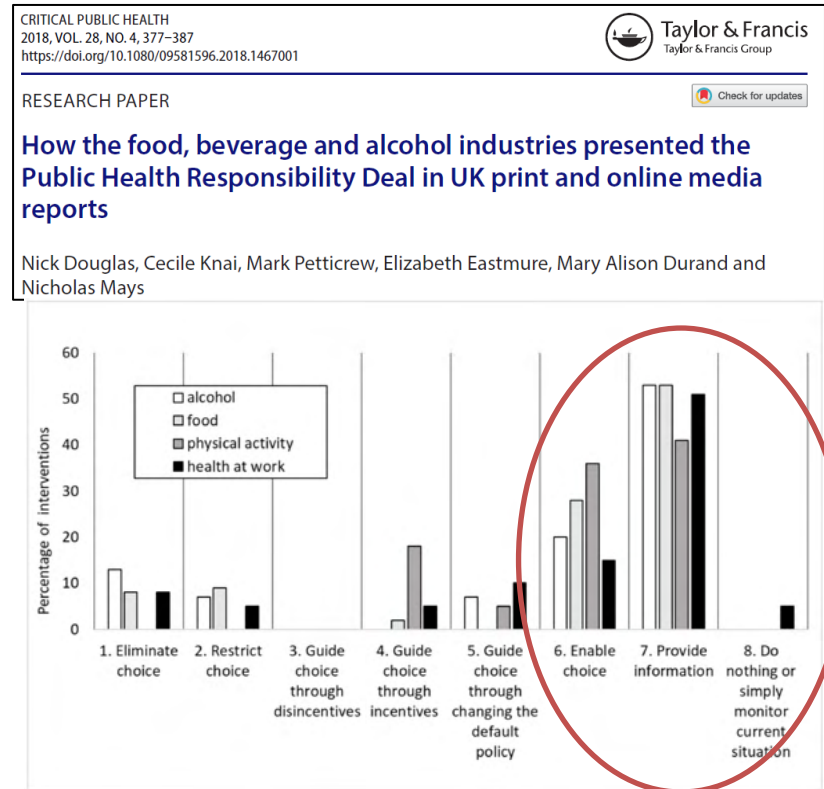


Polarisation of debate

Table 2. KEY REPORTS ON RESTRICTING OR REDUCING YOUNG PEOPLE'S EXPOSURE TO HFSS MARKETING, 2010–2020

Year	Report
2010	• Set of Recommendations on the Marketing of Foods and Non-Alcoholic Beverages to Children (WHO)
2011	• Digital Food Marketing to Children and Adolescents: Problematic Practices and Policy Interventions (ChangeLab Solutions and National Policy & Legal Analysis Network to Prevent Childhood Obesity)
2012	• A framework for implementing the set of recommendations on the marketing of foods and non-alcoholic beverages to children (WHO) • Children's Rights and Business Principles (UNICEF, United Nations Global Compact and Save the Children)
2013	• General comment No. 16 on State obligations regarding the impact of the business sector on children's rights (Committee on the Rights of the Child, United Nations High Commission on Human Rights) • Children's Online Privacy Protection Rule (COPPA) Final Rule Amendment • Federal Trade Commission of the United States of America
2016	• Tackling food marketing to children in a digital world: trans disciplinary perspectives children's rights, evidence of impact, methodological challenges, regulatory options and policy implications for the WHO European Region (WHO Regional Office for Europe) • Implementation Guide for Marketing Communications to Children Commitment (World Federation of Advertisers and Consumers Goods Forum)
2018	• A Child Rights-Based Approach to Food Marketing: A Guide for Policy Makers (UNICEF) • Children and Digital Marketing: Rights, risks and responsibilities (UNICEF) • Monitoring and restricting digital marketing of unhealthy products to children and adolescents (WHO European Office for the Prevention and Control of Noncommunicable Diseases) • ICC Advertising and Marketing Communication Code (2018 edition) (International Chamber of Commerce)
2019	• Resolution on the protection of children from digital food marketing (Consumers International and the Transatlantic Consumer Dialogue) • Protecting Children's Right to a Healthy Food Environment (UNICEF and the UN Special Rapporteur on the Right to Food) • Marketing of food, non-alcoholic and alcoholic beverages. A toolkit to support the development and update of codes of conduct (European Commission)
2020	• Building momentum: lessons on implementing robust restrictions of food and non-alcoholic beverage marketing to children (WCRF International) • Age-appropriate design: a code of practice for online services (UK Information Commissioner's Office) • WHO-UNICEF-Lancet Commission report on the future of the world's children (WHO, UNICEF and The Lancet)

Public health: food marketing is exploitative and harmful to health



Food and marketing industries: food industry is responsible, ethical, providing information

Reducing the volume, exposure and negative impacts of advertising for foods high in fat, sugar and salt to children: A systematic review of the evidence from statutory and self-regulatory actions and educational measures

Stephanie A. Chambers^{a,b,*}, Ruth Freeman^a, Annie S. Anderson^b, Steve MacGillivray^c

18 studies by academics/governments/ad vocacy groups.

7 find evidence for reductions in volume of, exposure to and expenditure on advertising for HFSS foods.

The other **11** reported that self-regulation did not have impact.

7 studies by food industry representatives.

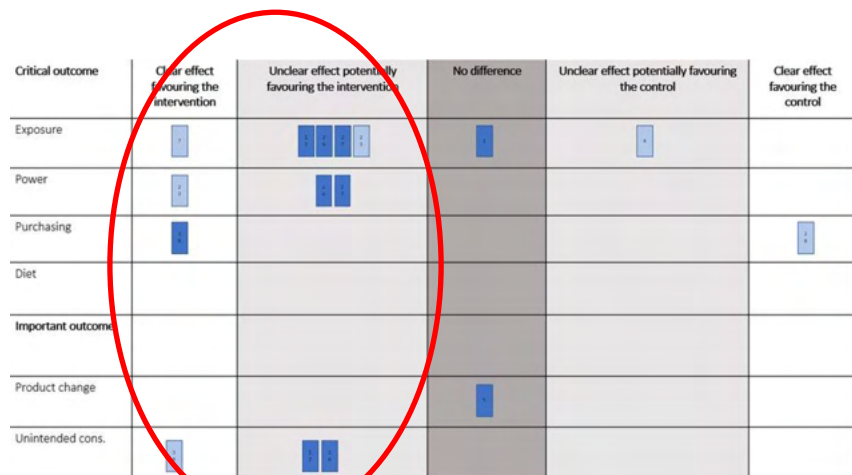
All 7 find evidence for reductions in volume of, exposure to and expenditure on advertising for HFSS foods.

Systematic review of the effect of policies to restrict the marketing of foods and non-alcoholic beverages to which children are exposed

Emma Boyland¹ | Lauren McGale^{1,2} | Michelle Maden³ | Juliet Hounsome³ | Angela Boland³ | Andrew Jones¹

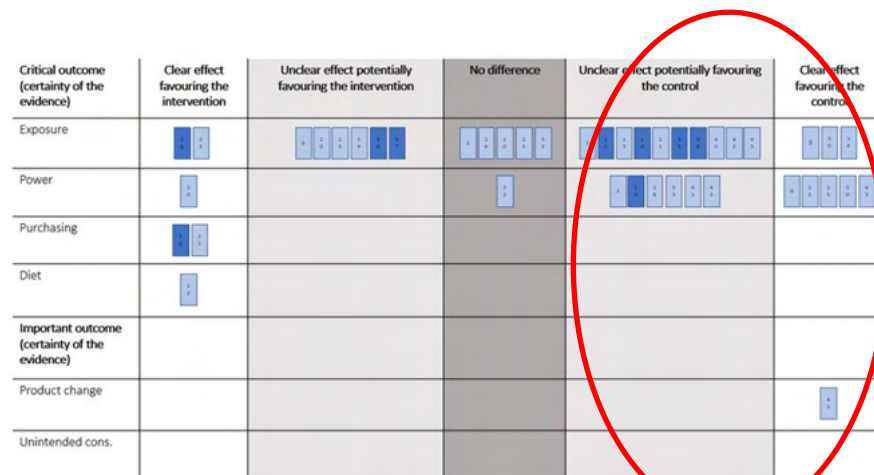
Comparison 2:

Mandatory policy vs no policy



Comparison 3:

Voluntary measure vs no measure



Does it matter if corporations do this?

- Public acceptance of a policy solution is often a prerequisite for decision-makers to implement an evidence-based health policy.
- Media framing of problems and solutions can therefore play a key role in determining that acceptability.
- It also shapes social norms around use and consumption of the commodities themselves.

Thank you



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