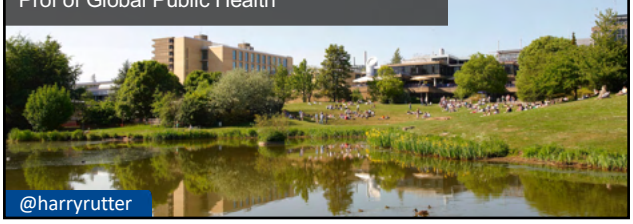
Chess, not chequers

Harry Rutter
Prof of Global Public Health



@harryrutter

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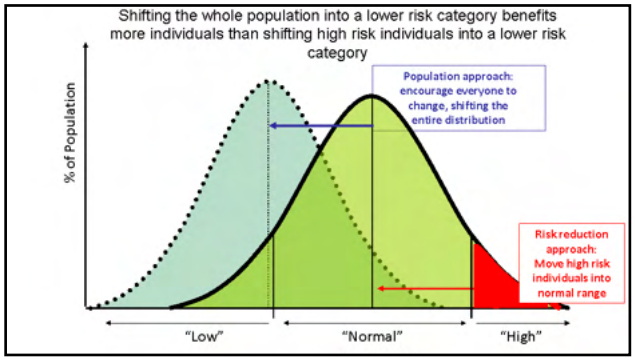

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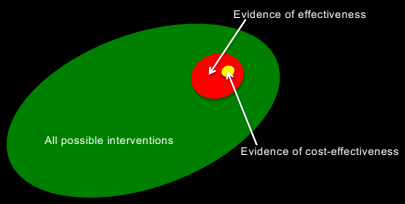
The dangerous olive of evidence…



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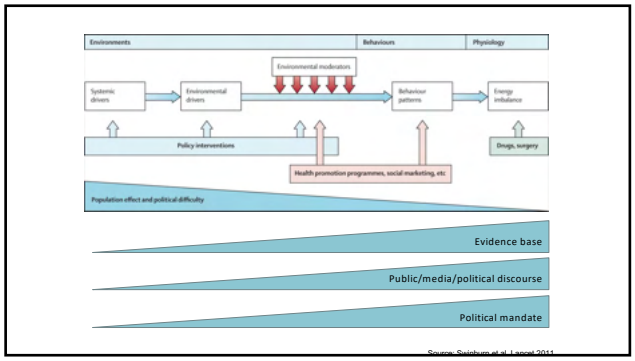

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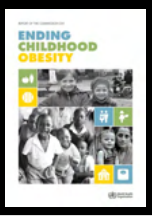
Individual behaviour

1.1 nutrition information and guidelines
1.4 nutrient profiles to identify unhealthy foods
1.6 standardised nutrient labelling
1.7 front of pack labelling
2.1 guidance to children and parents
3.3 pre-natal guidance
3.4 guidance on diets, physical activity, etc
4.3 education on benefits of breastfeeding
4.6 guidance to caregivers
4.7 guidance to caregivers
4.8 guidance to caregivers
4.10 food education
4.12 guidance on sleep and activity
4.13 support to promote healthy lifestyles
5.4 nutrition and health education
5.5 nutrition literacy
5.6 cooking classes

Corporate behaviour

1.2 SSB taxes
1.3 reduce marketing
1.5 cross-border marketing
4.1 marketing of breast milk substitutes
4.5 marketing regulations



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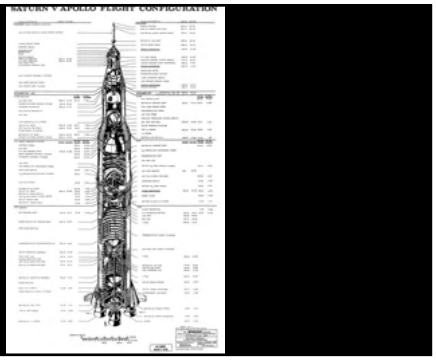

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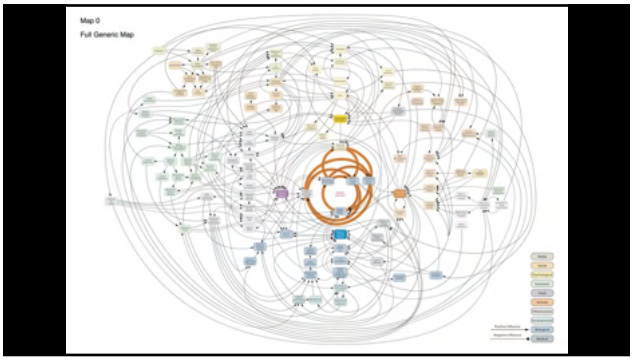
Map 0
Full Generic Map

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Sugar tax
Increased price
Reduced sales
Reduced consumption
Reduced obesity

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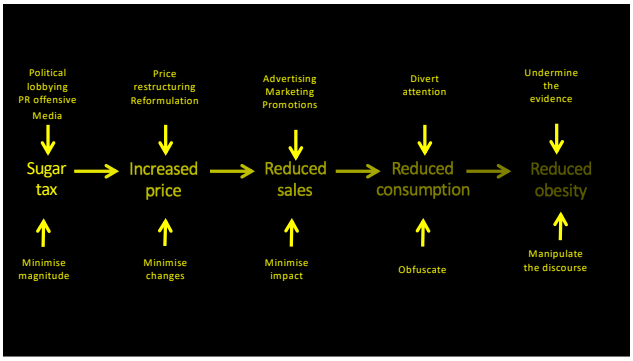
Political lobbying
PR offensive
Media
Price restructuring
Reformulation
Advertising
Marketing
Promotions
Divert attention
Undermine the evidence
Sugar tax
Increased price
Reduced sales
Reduced consumption
Reduced obesity
Minimise magnitude
Minimise changes
Minimise impact
Obfuscate
Manipulate the discourse

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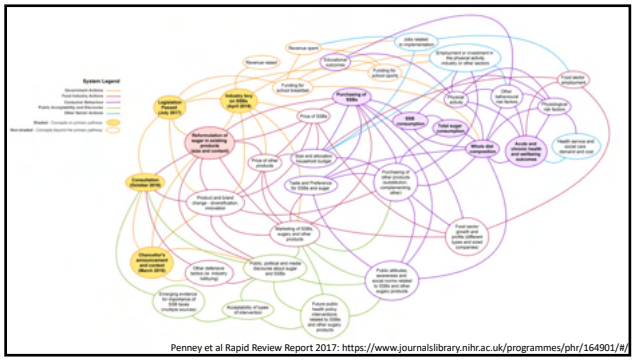
Penney et al Rapid Review Report 2017: https://www.journalslibrary.nihr.ac.uk/programmes/phr/164901/#/

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Research report
OPEN ACCESS
'Nothing can be done until everything is done': the use of complexity arguments by food, beverage, alcohol and gambling industries
Mark Petticrew, Srinivasa Vittal Katikireddi, Cécile Knai, Rebecca Cassidy, Nason Maani Hessari, James Thomas, Heide Weishaar
ABSTRACT
Background Corporations use a range of strategies to dispute their role in causing public health harms and to limit the scope of effective public health interventions. This is well documented in relation to the activities of the tobacco industry, but research on other industries is less well developed. We therefore analysed public statements and documents from four unhealthy commodity industries to investigate whether and how they used arguments about complexity in this way.
Methods We analysed alcohol, food, soda and gambling industry documents and websites and minutes of reports of relevant health select committees, using

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Figure 2.1 Adults* per capita cigarette consumption and major smoking and health events, United States, 1900–2012
1964 Surgeon General's report on smoking and health
Broadcast ad ban
U.S. enters into WWII
Confluence of evidence linking smoking and cancer
Nonsmokers' rights movement begins
Federal cigarette tax doubles
Great Depression begins
Fairness Doctrine messages on broadcast media
1986 Surgeon General's report on secondhand smoke
Cigarette price drop
1964 proposed rule
2006 Surgeon General's report on secondhand smoke (an update)
Federal $0.62 tax increase
Year
2014 Surgeon General's Report, Fig 2.1. Thanks to Cliff Douglas @cdoug

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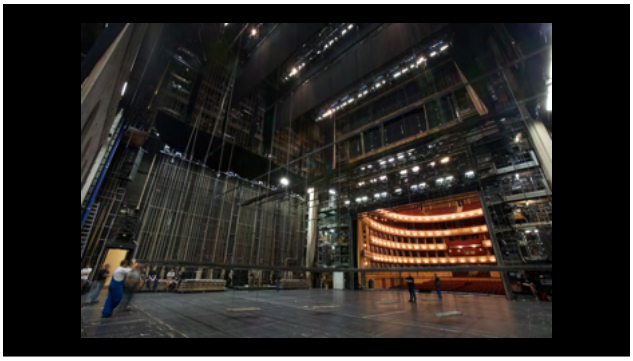

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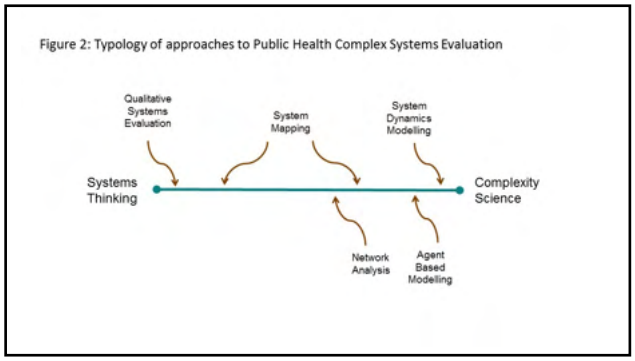

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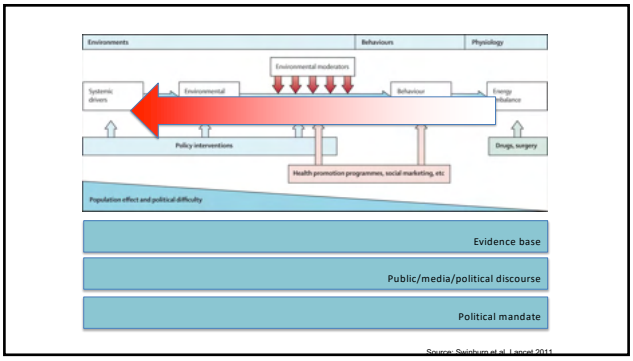

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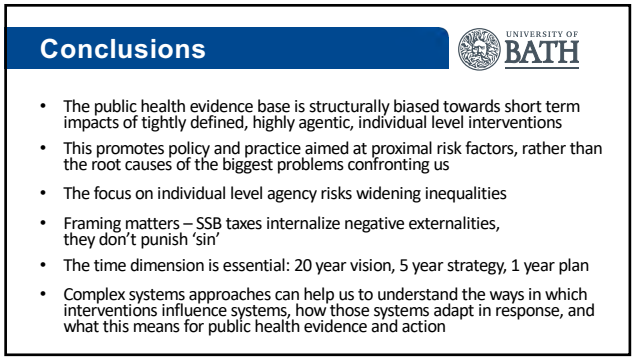

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