# **CDoH Essentials**

# Draft wording for invites

We want to invite you to a briefing session we are organising [about the commercial determinants of health OR about protecting our residents from harmful exposure to unhealthy products and industries].

As a council, we work hard to keep our residents safe and give everyone the support they need to thrive [replace with local vision if wanted]. Our communities look out for each other and want the best for each other. [replace with local values / principles for ways of working if possible] But we know that people across the UK, including our residents, are dying too young from conditions such as heart disease, cancer, and diabetes. Exposure to health-harming products (such as tobacco, alcohol, high fat, salt and sugar foods) can cause and contribute to these conditions. For example, when we are surrounded with fast-food outlets and advertising for unhealthy foods and healthy options are limited and expensive, it is much harder to eat well. People are not protected from exposure to these harms where they live, and work, and online. As a council, we already think about good jobs, housing and air quality as important building blocks for good health. These are the wider determinants of health and we consider them in our decision-making. Commercial determinants (the ways in which companies and business activities designed to generate profits affect people’s health) are an important aspect of these determinants of health. There is growing evidence about these harms to health and impacts on health inequalities. It is our role to improve the health of our population. That means we need to make sure we understand how commercial activities affect health and drive inequalities and what we can do as a council to protect our residents. Just like we have done with our work on tobacco control to prevent our children from being exposed to seeing smoking and cigarettes as a normal part of life through ensuring advertising restrictions, enforcing age of sale and promoting smokefree playgrounds [please ensure accuracy or pick another local example], we can protect our residents from exposure to harmful products.

We have an opportunity to make a start on this work by learning more together about the commercial determinants of health, and how they affect health and health inequalities, looking together at examples of what can be done and discussing our various roles in improving and protecting the health of our local population.

We hope you will get a better understanding of the range of ways in which private sector activities designed to generate profit affect health and that this understanding will help us as a team to take the next steps in our work to protect the health of your local population. [amend to reflect specific learning objectives chosen if wanted and to be more specific about next steps eg start to develop our local approach to the commercial determinants of health]

If you’d like to learn more, please view this 5 minute film: <https://vimeo.com/717429477>