# Exercise 2 overview and instructions

Summary:

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| Content covered | ref | Delivery method  | Estimated time  | Linked learning objectives |
| Overview of CDoH* What are they
* How they affect health & health inequalities
* How they operate
 | 2 | Presentation to cover * Definition/s & key terms
* Some key statistics on health & health inequality impacts – to include local / local estimates, national and global data
* Situating CDoH as part of social / wider determinants, addressing how individual and structural factors connect (and how choices are shaped) with a single example such as the food system (could be adapted to choose one that particularly resonates locally)
* Use one example to demonstrate public support for measures to address (eg regulation)
* Mechanisms – show how CDoH operate covering in brief the range of market and non-market actions using the Lancet framework and giving an illustrative example (from Tobacco) for each domain of the Lancet framework
 | 15-30 mins | L1, L2, L6 |

## What do you need for this section?

* Section 2 overview of CDoH slide set – there is a set of slides with integrated speaking notes and references – you can choose to do a longer and more in-depth presentation or a shorter version.
* Speaking notes (within the slide set) – you need to work out which of the speaking notes and examples you will use
* It is possible to cover the material in 15 minutes if
	+ you do it without any interaction or questions
	+ you have chosen one illustrative example per mechanism / theory and developed your speaking notes accordingly
	+ you practise!
* It takes about 30 minutes if you pause to ask for suggested examples from the participants.
* The table at the end shows the suggested shorter and longer versions of this presentation.



A key tip from the trials was the use of an up-front acknowledgement that the materials are largely focused on exposing the health harms from commercial determinants – this is included in speaker notes.

### Notes about the slide deck:

* The slides and note sections are intended to be suitable for local areas to use – either exactly ‘as is’ or by adapting to add more local context. We suggest you:
	+ Refer to local premature mortality statistics and any examples of inequalities in this (if not already covered in the local context introduction (section 1) in slide 3 (and adapt 4/5/6 if using)
	+ Refer to a local or national success story in slide 3 point 4 – much of this is preventable. For example, if your local smoking rates have fallen or you’ve reduced inequalities in alcohol-related mortality – briefly highlight this as an example of what we can do to prevent premature mortality and inequality.
	+ Slide 11 has been identified in feedback as particularly useful in helping explain how structural CDoH shape our choices – you could replace the examples given (which focus on the food environment) with similar issues related to another health-harming industry that is a particular priority for your local area.
* Slide 12 has examples to illustrate each of the commercial practices. There are some examples of ways to address peppered throughout the speaking notes – highlighting some of these potential solutions may help increase optimism that we can make meaningful change.
* There are options for more or less detailed versions of some sections – this is intended to give flexibility for local workshops, some of which will spend more time on this section than others:

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| Short version | Detailed version  |
| Use slides 1 and 2  |  |
| Use slide 3 why is this important summarySkip slides 4/5/6 | Add slides 4/5/6 which explore the points in more detail Add local statistics  |
| Use slide 7 key causes summary Skip slides 8 and 9  | Add slides 8 and 9 with more detail on the  |
| Briefly summarise slide 10 but skip over if mainly PH audience with familiarity |  |
| Slide 11 – pick some of the illustrative examples from the speaking notes to cover the different aspects of how our choices are shaped | Slide 11 – give an example for each aspect of the elements shown that shape our choicesOption to ask the participants to call out additional examples  |
| Slide 12, use as is explaining the main mechanisms through which practices shape health, then giving illustrative examples from tobacco control for most practices (you may want to skip marketing for eg if you feel covered sufficiently in slide 11) | Slide 12 – in addition to explaining the main mechanisms through which practices shape health, then giving illustrative examples from tobacco control for all practices, ask the participants to call out other examples as you go through  |
| Skip slides 13 and 14 | Deliver slides 13 and 14  |



Key tips from the trials:

* make sure you practise so you can keep to time
* choose which examples to use and amend your speaking notes accordingly
* get confident by doing your own CPD