# **Evidence Quest sheet**

## **How Commercial Determinants of Health operate: mechanisms & commercial practices**

## **Possible Public Health Actions**

**As you view the film clips and posters in the evidence quest, jot down answers to the following questions**

Q1: What commercial practices can you see?

(you can look at the commercial practices framework for ideas)

Q2: What public health actions have been used to address?

(you can look at the actions framework for ideas)

**Commercial practices framework**

|  |  |  |
| --- | --- | --- |
|  | **Practice** | **Shortened definition** |
|  | **Political** | Securing preferential treatment or policies that further corporate interests |
|  | **Scientific** | Production and use of science to secure favourable outcomes for industry |
| Ecommerce with solid fill | **Marketing** | Promote sales of products, services or brand |
| Power Plant with solid fill | **Supply chain and waste** | Includes using supply chain to externalise responsibility for harms caused during production or costs of dealing with waste |
| Remote work with solid fill | **Labour and****employment** | Employment practices for both directly employed or through contract or supply chain |
| Money with solid fill | **Financial** | Practices to support financial position of the organisation (eg tax practices) |
| Handshake with solid fill | **Reputational management** | Efforts to shape legitimacy and credibility, reduce risk, and enhance corporate brand image |
| These practices come together and interact to affect the underlying drivers and determinants of health - including by shaping norms |
|  | **Affecting underlying drivers & determinants** | For example, by using power to focus more on individual responsibility and moving public policy away from regulation & legislation |

This is a summarised & adapted version of the table from the quoted paper: Defining and conceptualising the commercial determinants of health, Anna B Gilmore et al, The Lancet, 2023: [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(23)00013-2/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2823%2900013-2/fulltext)

**Actions framework**

|  |  |  |
| --- | --- | --- |
|  | **Area** | **Shortened definition** |
|  | **Funding**  | Ringfenced, long-term funding to enable prevention efforts to reduce impact of harmful products |
| **Map with pin with solid fill** | **Strategy** | Comprehensive strategy: with a focus on primaryprevention, which has coherent policies to improve health, clear goals and tangible activities |
| **Care with solid fill** | **Protect health policy** | Protect health policy from industry interference |
| **Dice with solid fillDonut with solid fillSmart Phone with solid fill** | **Advertising** | Regulate advertising to limit harm |
| **Gavel with solid fill** | **Regulate products and environments**  | Reduce access to harmful products, particularly from children, and regulate the environments they can be used in to prevent harm to individuals and those around them. |
| **Chat with solid fill** | **Communication** | Consider the framing within messages, examine communications & ask what norms they are reinforcing – move away from ‘problem individuals’ |
| **Pound with solid fillTag with solid fill** | **Price** | Higher prices are a proven way to reduce consumption. |
| **Medical with solid fill** | **Treatment** | Provide access to treatment |

Framework adapted from Holding Us Back, ASH / OHA / AHA, Jawad & Reed, 2023 <https://ash.org.uk/uploads/Holding-us-back-report.pdf?v=1700477288>