

Tactics and strategies adopted by the unhealthy commodity industries during the COVID-19 pandemic.

Healthier & Fairer Futures Summit,
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Chronic neglect of chronic disease

NCDs continue to kill around



41 MILLION PEOPLE
every year, accounting for over
70% of all
DEATHS WORLDWIDE
and causing half of all global
disability



The deaths from NCDs are
projected to escalate to



52 MILLION
75%
of ALL DEATHS



in **2030**

NCDs: What binds us

DISEASES



Cardiovascular Disease



Chronic Respiratory Diseases



Cancer



Diabetes



Mental and Neurological Conditions

RISK FACTORS



Unhealthy Diet



Tobacco Use



Harmful Use of Alcohol



Physical Inactivity



Air Pollution

Reduce MODIFIABLE RISK FACTORS

STRENGTHEN SYSTEMS



Expand coverage of ESSENTIAL MEDICINES AND TECHNOLOGIES



Improve SURVEILLANCE



Strengthen HEALTH SYSTEMS



Increase FINANCING

About the NCD Alliance

A NETWORK OF

4 FOUNDING FEDERATIONS
UICC, WHF, The Union and IDF

PARTNERS

private sector, foundations and NGOs



2,000+
organisations

in



170
COUNTRIES

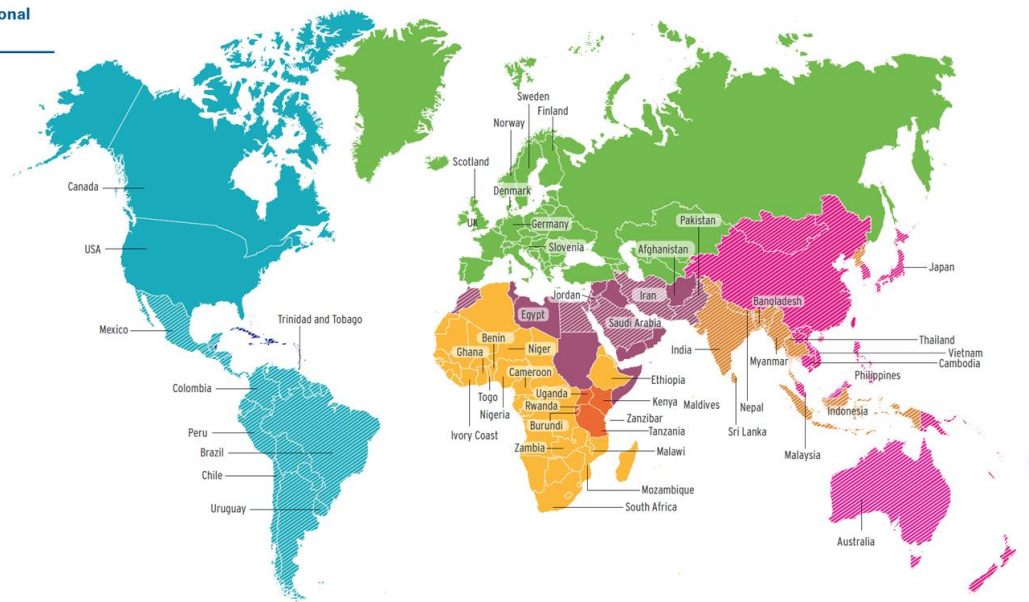
65 NATIONAL & REGIONAL
NCD alliances

Map of NCD alliances

65 Regional and national
NCD alliances

Regional NCD alliances

- African Region**
Consortium for NCD Prevention & Control in sub-Saharan Africa (CNCD-Africa)
Africa NCDs Network
- East Africa NCD Alliance**
- Eastern Mediterranean Region**
- EMRO Regional Alliance**
- European Region**
European Chronic Disease Alliance (ECDA)
- The Americas**
 - Latin America**
Healthy Latin American Coalition, Coalición Latinoamericana Saludable (CLAS)
 - Caribbean**
Healthy Caribbean Coalition (HCC)
- Western Pacific Region**
- Asia Pacific NCD Alliance**



Deadly collision: NCDs and COVID-19



Slow, insufficient and uneven progress on NCDs.



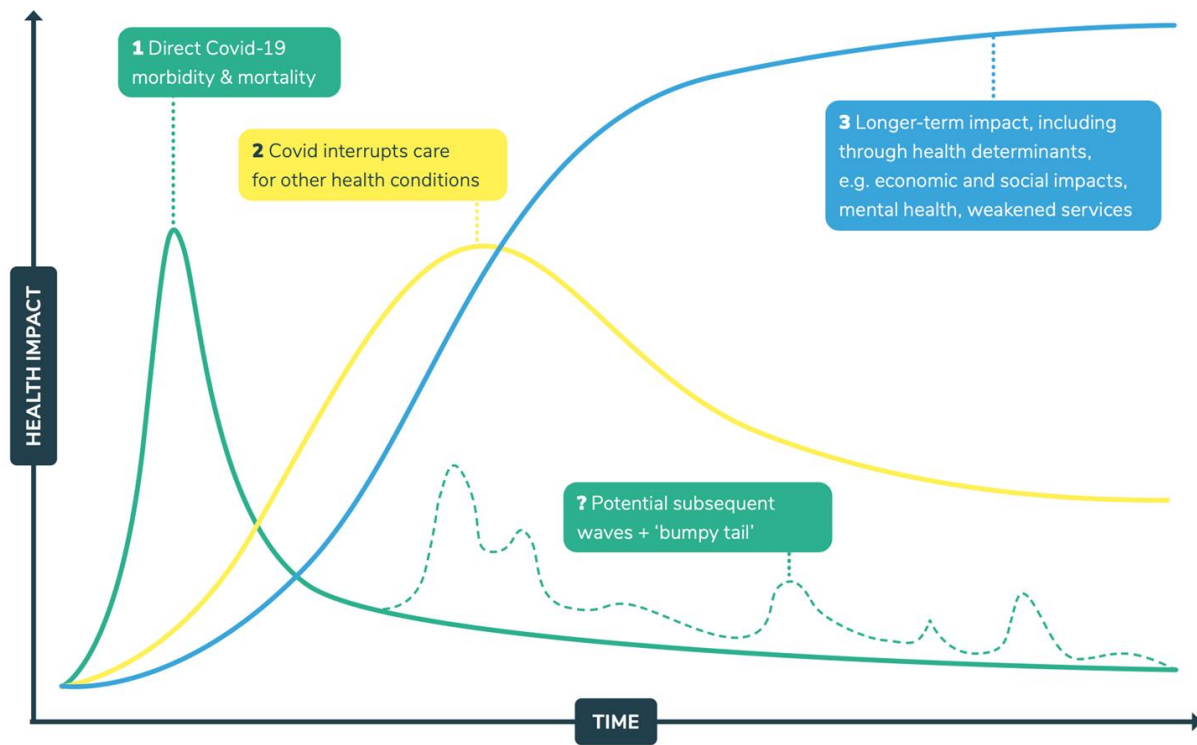
Underinvestment in NCDs and healthy populations.



Weak and inadequate health systems and UHC to respond to NCDs.

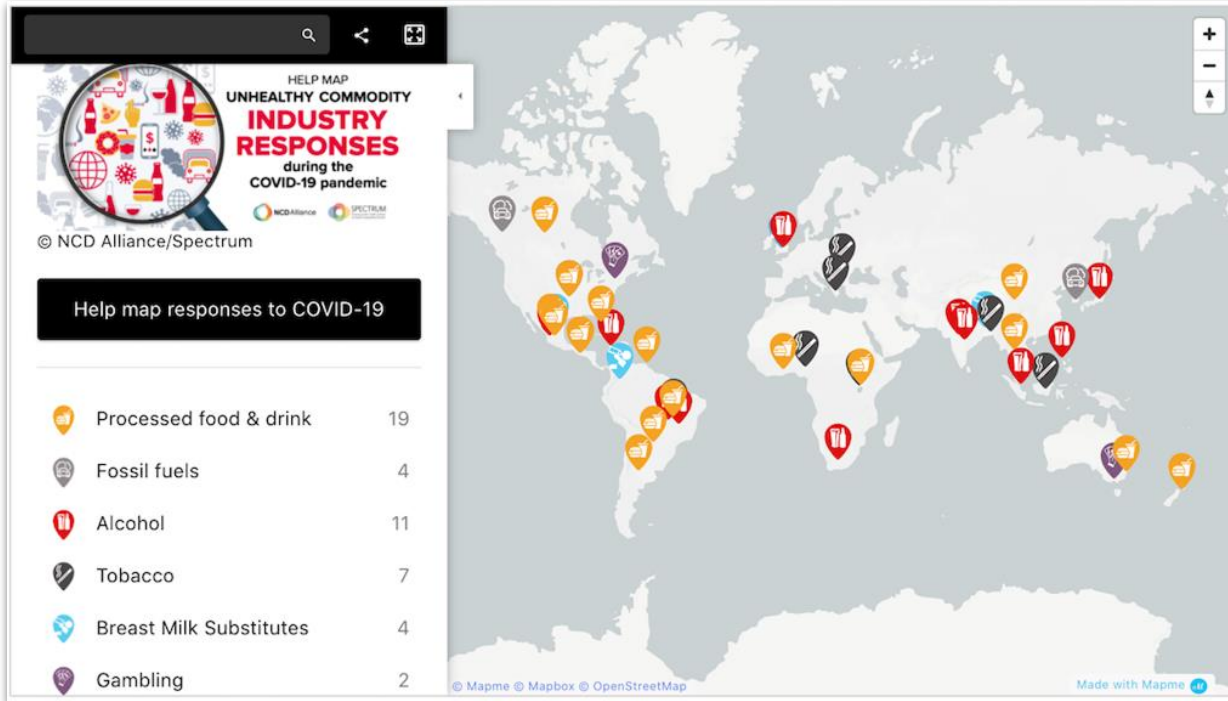


Deadly collision: NCDs and COVID-19



Signalling Virtue, Promoting Harm

Unhealthy commodity industries and COVID-19



<https://ncdalliance.org/why-ncds/covid-19/map-unhealthy-industry-responses>



Signalling Virtue, Promoting Harm

Unhealthy commodity industries and COVID-19

Led by **SPECTRUM Research Consortium** and **NCD Alliance**

Over 760 examples crowdsourced from 94 countries

4 main industry strategies,

- **Adapting marketing and promotions, increasing availability**
- **Corporate social responsibility and philanthropy**
- **Shaping policy environments**
- **Pursuing partnerships, coveting collaboration.**

Report, ***Signalling Virtue, Promoting Harm*** is an exposé and analysis of tactics and strategies adopted by unhealthy commodity industries during early months of the COVID-19 pandemic and magnifies the behaviour happening all the time.



NCD Alliance

<https://ncdalliance.org/resources/signalling-virtue-promoting-harm>



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Signalling Virtue, Promoting Harm

Unhealthy commodity industries and COVID-19



COVID-19: Coca-Cola Ghana donates to needy residents of Nungua Krowor

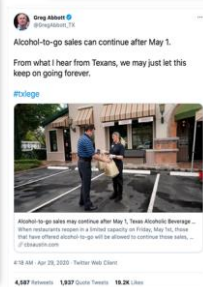
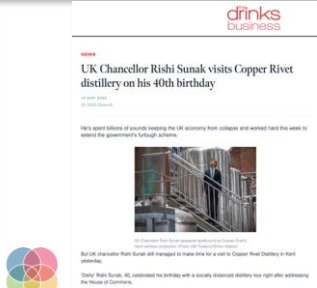
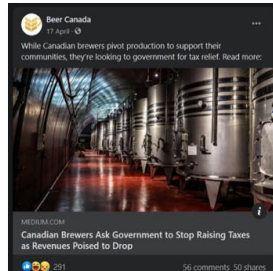
Date: May 05, 2020, 17:50 BY: Graphic.com.gh Category: General News



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British American Tobacco working on plant-based coronavirus vaccine

Cigarette maker says tobacco plants offer potential for faster and safer drug development

- Conservative: latest updates
- See all our coronavirus coverage

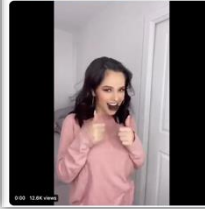


British American Tobacco, the maker of brands including Lucky Strike, Dunhill, Redwings and Benson & Hedges, has said it has a potential coronavirus vaccine in development using tobacco plants.

BAT has turned the vast resources usually focused on creating products that pose health risks to millions of smokers worldwide to battling the global pandemic.

VIDEO: Cookies

Take the #CookieWithACause challenge on TikTok. Post with the hashtag and OREO will donate to @charitychildren for the first 1M video uploads. Put any cookie on your forehead and move it to your mouth. No hands! Put your twist on it, and @ your friends. #StayHomeStayFlour



ALTRIA ANNOUNCES INITIAL \$1 MILLION COMMITMENT TO SUPPORT CORONAVIRUS RELIEF EFFORTS

Richmond, VA (March 26, 2020) – Altria Group, Inc. ("Altria") (NYSE:MO) announced today that it has committed \$1 million to support immediate local coronavirus relief efforts in its headquarters community of Richmond, VA, and in other manufacturing and grower communities.

"This is an unprecedented time, and it's critical that businesses step up to meet the challenges in the communities where we live and work," said Billy Gifford, Vice Chairman and CFO, Altria.

As part of this initial investment, Altria provided \$500,000 to the Community Foundation of Greater Richmond's COVID-19 Response Fund, which will support organizations addressing the physical and emotional needs of the Central Virginia community's most vulnerable residents. The company will work with leaders in its manufacturing communities, including Nashville, TN and others, as needed to prioritize community needs and investments as they emerge. The response will also include a distribution to the American Red Cross.

"Caring for each other and doing what's right is core to our company," said Jennifer Hunter, Senior Vice President, Corporate Citizenship, Altria Client Services. "Circumstances are changing quickly, and we will respond to our communities' needs accordingly."

Press Release: Anheuser-Busch Will Redirect Sports & Entertainment Investments to Support Those on the Front Lines of COVID-19



Brewer unites its sports partners to use stadiums nationwide to host American Red Cross blood drives in response to the health crisis



James Watt @BrewDogJames

Vaccine update: We are in now talks with the Minister For Vaccine Deployment @nadhimzahawi & @NicolaSturgeon

We have offered all @BrewDog bars to help with a quick roll out of the vaccine. For free.

We have waiting areas, huge refrigerators & ace people who can help organise.



4:30 PM · Jan 3, 2021 · Twitter Web App



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Signalling Virtue, Promoting Harm

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Implications of preliminary analysis

- Global mechanisms like there are for tobacco, which protects governments and policy making from commercial and other vested interests, are important to manage harmful commodity industry interference and influence.
- We need was to support governments, civil society and communities in understanding risks and managing interactions with commercial sector actors – at local, national and global levels.
- Pandemic response must be coherent with related health and development priorities, including effectively tackling - ie preventing - NCDs. Health should be at the heart of all policy.
- Responses to economic crisis and funding constraints should be shaped by commitment build back better, despite industry pressure to adopt weaker approaches to pricing, trade and regulation that have long proven damaging to health and development.



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HELP MAP UNHEALTHY COMMODITY INDUSTRY RESPONSE S during the COVID-19 pandemic



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*Wave 2 survey in:
English, Spanish, French,
Portuguese*
<http://bit.ly/MapCovidResponses>
ncdalliance.org



THANK YOU

SHARE. DISCUSS. ENGAGE. CHANGE.



#ActOnNCDs

#NCDs

@ncdalliance



MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE

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