



Healthier and Fairer Futures UK Summit Commercial Determinants of Health 29th Sept 2021

Introduction

How can we make healthier choices easier? We are faced with attractive product messaging everywhere we go – on TV, online, in public - and much of this aims to sell products that we know impact negatively on health. The effects of these products often lead to addiction, mental health issues, and are commonly manifested in preventable diseases of growing prevalence – such as cancer, diabetes and cardiovascular disease. They have a disproportionate effect on our population, exacerbating health inequalities, limiting life choices and leading to early death. The COVID-19 pandemic has further compounded these effects – and simultaneously provided a further opportunity for big business to promote their brands and enhance profits.

To build an inclusive and sustainable economy, we need to ensure that our future profits are not made at the expense of healthy lives, wellbeing, and the environment. There is no wealth without health – do we need a ‘pro-health economy’?

Find out more about the ‘commercial determinants of health’ at this event; with a chance to listen to leading academics describe the issues, the role of large powerful corporations in shaping our health, and potential actions we can take – nationally, regionally and locally.

Programme Outline

Agenda	Time	Presenter
Introduction and Welcome to Summit	10:00	Speaker: Julia Weldon, Director of Public Health and Deputy Chief Executive, Hull City Council and Chair of the Association of Directors of Public Health, Yorkshire and the Humber
Introduction to SPECTRUM & the commercial determinants of health	10:15	Chair: Linda Bauld, The University of Edinburgh and Director SPECTRUM Consortium
Understanding the commercial determinants of health: an overview and model	10:25	Speaker: Prof Anna Gilmore Professor of Public Health & Director, Tobacco Control Research Group and SPECTRUM
What role do corporations play in shaping the broader environment and our individual behaviours?	10:45	Prof Mark Petticrew London School of Hygiene & Tropical Medicine and SPECTRUM

Tactics and strategies adopted by the unhealthy commodity industries during the COVID-19 pandemic	10:55	Speaker: Lucy Westerman Policy and Campaigns Manager NCD Alliance
COMFORT BREAK	11:20	
People vs power	11:25	Speaker: Hazel Cheeseman Hazel Cheeseman Deputy Chief Executive Action on Smoking and Health
Questions and Answer session	11:40	CHAIR and PANEL
LUNCH BREAK	12:05	
Introduction by PM Chair to afternoon content How can we reduce harm and inequalities from the consumption of unhealthy commodities over the next five years and beyond?	12:50	Chair: Maggie Rae President, Faculty of Public Health
Local action on advertising	12:55	Speakers: Sally Hogg Consultant in Public Health, and Barry Norris, External Communications Manager: Bristol City Council
Questions and Answers	13:10	Sally Hogg and Barry Norris
How do we take action? Ideas for a practical framework.	13:15	Speakers: Hazel Cheeseman, Deputy Chief Executive ASH and Dr Katherine Severi, Chief executive of the Institute of Alcohol Studies
Panel questions & feedback	13:40	CHAIR and PANEL
COMFORT BREAK	14:00	
Interactive Mentimeter survey and results	14:05	CHAIR and FACILITATOR
Summary and close	14:20	CHAIR and FACILITATORS

Speaker Information

Prof Anna Gilmore

Professor of Public Health & Director, Tobacco Control Research Group (TCRG)



[Anna Gilmore](#) MBBS (hons), DTM&H MSc (dist) PhD FFPH is Professor of Public Health, and Founding Director of the Tobacco Control Research Group (TCRG) at the University of Bath which established the ground-breaking knowledge exchange platform www.TobaccoTactics.org and is the research partner in the tobacco industry watchdog, [STOP](#). Her work focuses on the commercial determinants of health and evaluates the impacts of public policies on health. The impacts of her work have been recognised through the Public Health Advocacy Institute Award, WHO World No Tobacco Day Award, the inaugural [European Health Leadership Award \(EHLA\)](#) and a further award from WHO's Director General. Anna has over 200 publications, is European Editor (previously Senior Editor) of Tobacco Control, is/has been a member of various

international and national expert groups including the WHO's recently established expert group on the Commercial Determinants of Health.

Julia Weldon

Director of Public Health and Deputy Chief Executive, Hull City Council



Julia has been DPH in Hull for eight years and Deputy Chief Executive for 2 years. She is one of a small number of DsPH who have responsibility for adult social care. She has been Chair of the Association of Directors of Public Health for Yorkshire and Humber since 2019. Julia and her team are proud to have contributed to the CMO report this year and she is chairing an ADPH network on inequalities and coastal communities.

Hazel Cheeseman

Deputy Chief Executive, Action on Smoking and Health

Hazel has worked across health and social care policy in the UK and abroad. She currently manages ASH's policy development work. With a background in health and housing policy Hazel has particular expertise in local government and the delivery of policy at a local level. Hazel also co-ordinates two coalitions dedicated to addressing the health inequalities caused by smoking; The Smoking in Pregnancy Challenge Group and the Mental Health and Smoking Partnership.

Dr Katherine Severi

Chief executive of the Institute of Alcohol Studies (IAS)

Dr Katherine Severi (née Brown) is chief executive of the Institute of Alcohol Studies (IAS). IAS is an independent body bringing together evidence, policy and practice from home and abroad to promote an informed debate on alcohol's impact on society. Katherine's area of research interest is the role of corporations and managing conflicts of interest in public health policy. She is a steering group member of the Alcohol Health Alliance UK, a board member of the European Alcohol Policy Alliance, and sits on the Public Health England Alcohol Advisory Group.

Linda Bauld

The University of Edinburgh and Director SPECTRUM Consortium

Linda Bauld holds the Bruce and John Usher Chair in Public Health in the Usher Institute, College of Medicine at the University of Edinburgh. Linda is a behavioural scientist whose research focuses on two main areas: the evaluation of complex interventions to improve health, and how research can inform public health policy. She leads two research Consortia - the Tobacco Control Capacity Programme, involving research teams in five countries in Africa and three in South Asia - and SPECTRUM, involving 10 UK Universities and partner organisations conducting research on the commercial determinants of health. Over the years she has combined her academic roles with part time secondments to contribute to policy and practice. This includes, for example: scientific adviser on tobacco control to the UK government (2006-2010); Cancer Research UK's cancer prevention champion (2014-July 2021); adviser to the Covid-19 committee of the Scottish parliament (November 2020-April 2021); and from the end of September 2021 will take up the role of Chief Social Policy Adviser to the Scottish Government, with a focus on COVID recovery.

Mark Petticrew

Professor of Public Health at the London School of Hygiene and Tropical Medicine (LSHTM).

Mark is Head of the Department of Public Health Environments and Society, and Director of the NIHR Public Health Policy Research Unit (<https://www.phpru.online/>).

His main research interests are in evidence-based policymaking, and his work also has a focus on the commercial determinants of health – in particular, the influence of unhealthy commodity industries on health (e.g. through the promotion of tobacco, alcohol, and unhealthy foods). He co-chaired the Committee which developed the UK's alcohol consumption guidelines in 2016. Other research has examined alcohol advertising and marketing, and

analyses of misinformation disseminated by alcohol industry corporate social responsibility (CSR) bodies such as Drinkaware and Drinkwise.

He is a member of the SPECTRUM Consortium (See: <https://ukprp.org/what-we-fund/spectrum/>). This consortium investigates the commercial determinants of health and health inequalities. It aims to increase understanding of the complex systems of production, distribution and promotion underlying the consumption of these unhealthy commodities; and wider understanding of the influence of producers of the commodities on the systems that promote or harm health.

Lucy Westerman

Policy and Campaigns Manager NCD Alliance

Lucy is passionate about improving health for all through health promotion, with a special interest in child and youth health. As Policy and Campaigns Manager at the global NGO the NCD Alliance, Lucy leads the Alliance's noncommunicable disease prevention work through policy and advocacy. Her focus is on nutrition and healthy diets, physical activity, alcohol, and cross cutting issues such as social, commercial and environmental influences on health. Lucy also co-ordinates NCD Alliance's #ActOnNCDs campaign culminating in the Global Week for Action on NCDs each September. Lucy holds a Master of Public Health from University of Melbourne and undergraduate degrees in Health (Health Promotion), Arts (Sociology), Science (Nutrition).

Twitter: @lewest



Prof Maggie Rae

President, Faculty of Public Health

Maggie Rae is currently the President of the Faculty of Public Health. She has particular interests in health inequalities, sustainable development, workforce, education and standards setting for Public Health. She is Head of the South West Academy of Population and Public Health for Health Education England. She leads the South West Specialist Public Health Training Programme and is committed to helping develop the Public Health future workforce. Maggie is a Visiting Professor of Public Health, University of the West of England, and has extensive experience of working at all levels in public health. She has been a Director of Public Health – twice! She also led on Health Inequalities and Local Delivery at the Department of Health.

In her role as President she works closely with the Academy of Royal Medical Colleges, Local Government Association and a wide range of partner agencies who have interests in Public Health. Maggie has recently joined the National Advisory Board for Population Health and Integrated Care Systems in England. She is committed to working with all 4 Nations of the UK and FPH members across the world.



Sally Hogg

Consultant in Public Health & Barry Norris, External Communications Manager, Bristol City Council

Sally Hogg has been a Consultant in Public Health at Bristol City Council for the past five years. A health visitor by professional background, she is a Fellow of the Faculty of Public Health. Sally was Assistant Director of Public Health in Suffolk, and co-author of Healthy Ambitions Suffolk, a county wide approach to improving health and reducing inequality, winning a Royal Society of Public Health award. Sally is passionate about public health and social justice and is currently leading a programme for Healthier people and Place which includes a system approach to healthy weight, food equality, mental health, sport and physical activity. She is Responsible Officer for Bristol Health and wellbeing Board.

