SOCIAL AND COMMERCIAL DETERMINANTS OF HEALTH AND CLIMATE CHANGE

COMMUNITY AWARENESS AND ACTION

HOW TO

- BE AWARE
- ADVOCATE
- TAKE ACTION

https://earthmedic.com/
BE AWARE OF

**Vulnerable Groups**
1. Young people
2. Economically challenged
3. The affluent
4. People predisposed to NCDs
5. Children
6. Communities of color

**Link between CCH & social commercial determinants of health**
1. Food insecurity/Food scarcity
2. Undernutrition in vulnerable populations
3. Failure to improve or enforce market regulation (Food related to unhealthy commodities)
4. Water scarcity - increased sale of bottled water

**Risk Factors**
1. Marketing, which enhances the desirability and acceptability of unhealthy commodities;
2. Lobbying, which can impede policy barriers such as plain packaging and minimum drinking ages;
3. Corporate social responsibility strategies, which can deflect attention and whitewash tarnished reputations;
4. Extensive supply chains, which amplify company influence around the globe.

**Social & Commercial behavior challenges identify their impacts**
1. Lack of control of Production, Supply, storage and use of energy (e.g. using of Fossils fuel can cause pollution, food insecurity, intensity disease) by authority.
2. Absence or lack of control of corporate practice causes industry epidemics.
ADVOCATE FOR

Policies
- Energy Production Policy
- Food supply Policy
- Social justice Policy
- Promotion of some type of production
- Strengthening Governance
- Control system SDoH/CDoH policy
- Carbon emission of the industries Policy

Mobilization of resources
- Innovative, transferable and sustainable technologies.
- Funding for education and advocacy
- Pledge for integration into the community adaptive and transformative changes by using social networks.
- Create vigilance based programs in the community related to unhealthy commodities.

Public Health Assessments and monitoring
- Assess public health impacts on commercialized products.
- Monitor adaptive and transformative actions in the community by creating basic survey.
- Creating database and mapping unhealthy commodities in the community.
**TAKE ACTION**

**Awareness**
- Improve community literacy on health, environment & climate change, and social & behavioral changes.
- Empower community for effective adoption and deployment of simple cost-effective interventions.

**Consumer activism**
- Mobilize populations to pressure elected officials or businesses to take actions that reduce harmful practices.
  - #PromoteHealthOverProfit.
  - #RegulateProfitOverHealth.
  - #EducateUrselfAgainstCommercialAbuse.

**Mitigation**
- Use the courts and legal systems to force commercial actors or governments to end harmful practices and determine liability.
- Create petition to sensitize the community about harmful corporate practices on the market.
- Build community vigilance system network about unhealthy commodities in the community.

**Behavioral change**
- Modify behavior of consumers to reduce exposure to harmful effects of commercialized practices.
- Motivate community about transformative actions (social connectivity, network exposure).
- Organize/ participate in some forums that will help community about Unhealthy Commodities.