



EARTH MEDIC
EARTH NURSE

EarthMedic
EarthNurse
*Promoting Health of People
and Planet Together*



SOCIAL AND COMMERCIALS 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 (eg: using of Fossils fuel can cause pollution ,food insecurity, intensify disease)by authority.
2. Absence or lack of control of corporate practice causes industry epidemics.
3. Potential Health: harmful/ contributing to ill-health.



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.