



# Tackling the Commercial Determinants of Climate Change and NCDS

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# Public health apocalypses of the 21st century

COVID-19 pandemic

Climate emergency

Rising burden of  
non-communicable diseases  
and mental health disorders

Environmental pollution

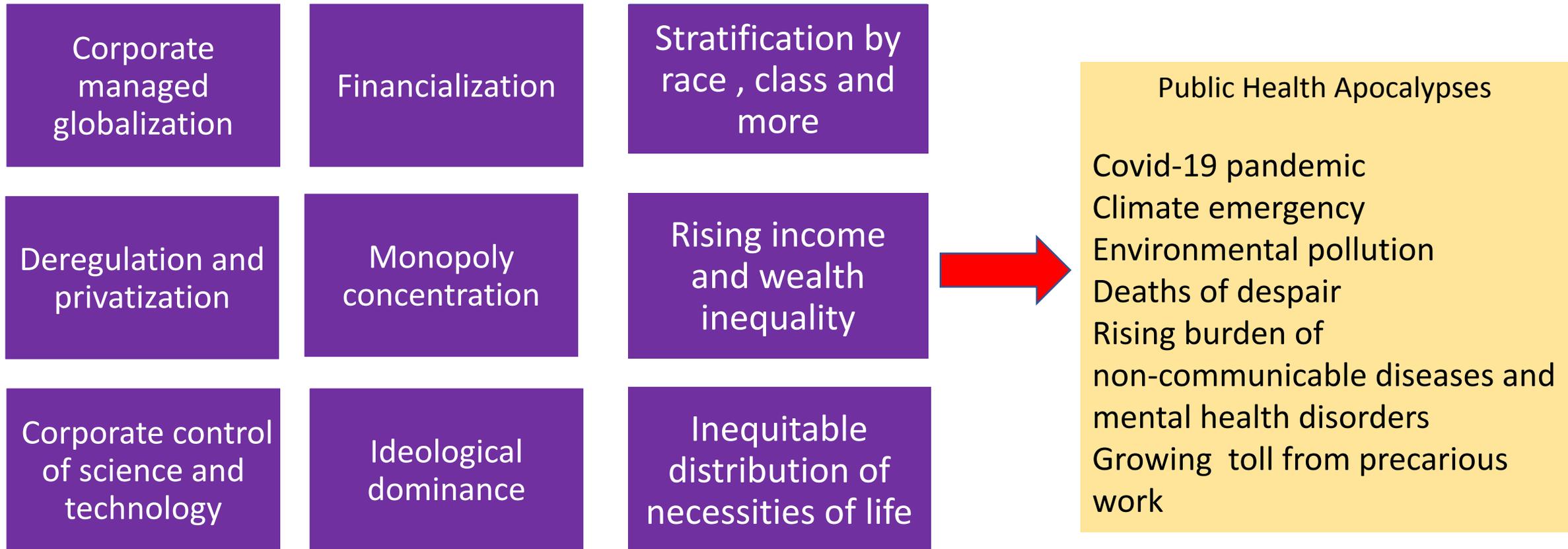
Deaths of despair

Growing toll from precarious  
and unsafe work



# Current global economic and political system is fundamental cause of recent health crises

## Drivers of transformation of 20<sup>th</sup> century capitalism



# Pathways to ill health and health inequities



**Promotes hyperconsumption of unhealthy commodities and reduces access to healthier choices**



**Precipitates pollution and climate change**



**Limits lifestyle –and policy– choices to options that support profitability and continued corporate control**



**Exacerbates inequality and stratification by race, class, gender etc.**



**Destabilizes democracy**

# What are commercial determinants of health?

“Factors that influence health which stem from the **profit motive**.”

West R, Marteau T. Commentary on Casswell (2013): the commercial determinants of health. *Addiction*. 2013;108(4):686-7.

“Social, political and economic **structures, norms, rules, and practices** by which business activities designed to generate profits and increase market share influence patterns of health, disease, injury, disability, and death within and across populations.”

Freudenberg N, Lee K, Buse K, Collin J, et al. Defining Priorities for Action and Research on the Commercial Determinants of Health: A Conceptual Review. *American journal of public health*. 2021;111(12):2202-11.

“Private sector activities that affect people’s health, directly or indirectly, **positively or negatively**.”

World Health Organization

“Systems, practices and pathways through which **commercial actors** drive health and equity.”

Lancet Commission on CDOH Global  
Launch March 28, 2023

# Changing harmful corporate practices

## Agents of Change

Investors  
Consumers/civil society groups  
Government  
Business leaders  
Media  
**Health and public health professionals**

## Tactics for Change

Regulation  
Litigation  
Voluntary business commitments  
Public education & mobilization  
Citizen campaigns

## Pathways to Change

Changes in:  
Demand for product  
Consumer behavior  
Law  
Norms & values  
Corporate beliefs  
Investment practices

## Changes in industry practices

**Business practices**  
(marketing, product design, retail, pricing)  
**Political practices**  
(lobbying, campaign contributions, public relations)

## Targets of change

Products (soda, fast food, ultraprocessed food, fossil fuels)  
Companies (McDonalds, Coca cola, Nestle, Exxon)  
Sectors (retail, fast food, manufacturing, energy)

# Public Health Ideas Beyond Business as Usual

**New ideas can change norms, laws,  
practices, and behavior:**

Predatory marketing of unhealthy products  
should be illegal

Reversing climate change will protect health and  
create jobs

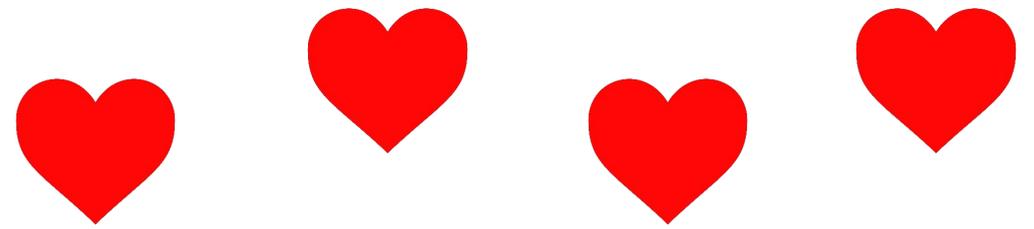
Fair taxes better enable communities to deliver  
essential services and protect public health

Labor unions ensure decent living standards and  
health for workers

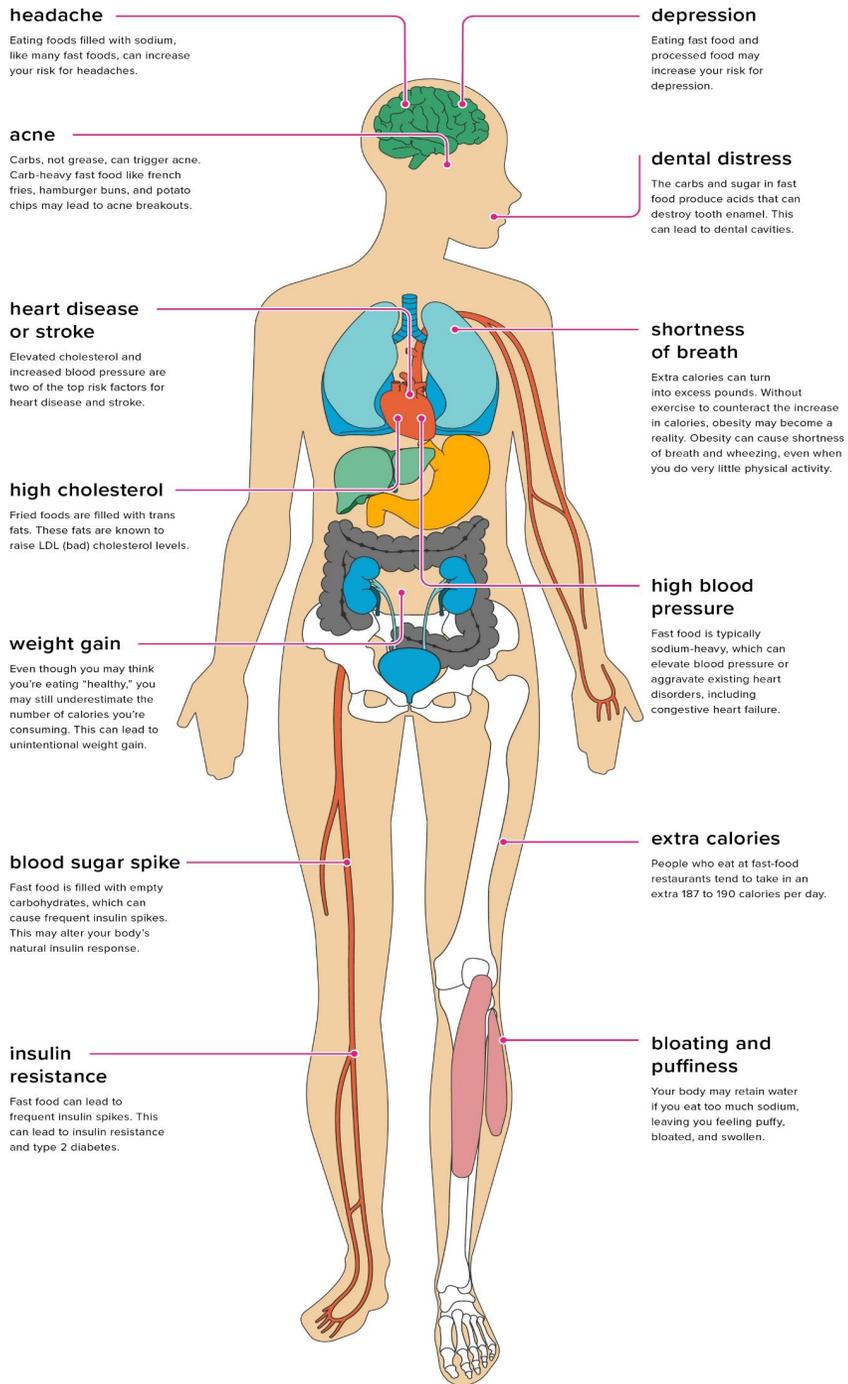
Food security should not depend on charity



# Why does 21<sup>st</sup> Century Capitalism Loves Ultra-processed Food?



- Products easy to ship and store around the world
- Conducive to global marketing
- Depends on a few core products which can be used to capture concentrated market share
- Produced by low wage workers
- Use reinforces and is facilitated by global industrial food system
- Can be associated with modernity and Westernization
- Products hyperpalatable , sometimes habituating
- Easy to develop new variants to capture new markets or reinterest flagging customers



But what makes UPF attractive to food producers are the same characteristics that make it so damaging to human and planetary health

# Linking Campaigns to Change Food and Fossil Fuel Industries

- Global diet of ultra-processed food worsens both human and planetary health
- Helping small and mid sized farmers to substitute agroecological practices for industrial practices protects health and the environment
- Reducing food waste can help to reduce food insecurity and also protects the climate
- Together the fossil fuel and food industries sicken people and poison the planet, then transfer the health and environmental costs to consumers, tax payers and governments.

For more  
information.....

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Lancet Commission Report on Commercial  
Determinants of Health (out March 28)

[https://event.on24.com/wcc/r/4108168/E672CA1F60780AC19B61DD9216E51228?partnerref=twitter\\_organic\\_lancet\\_cdohlaunchwebinar23&utm\\_term=lancet&utm\\_campaign=cdohlaunchwebinar23&utm\\_content=238702407&utm\\_medium=social&utm\\_source=twitter&hss\\_channel=tw-27013292](https://event.on24.com/wcc/r/4108168/E672CA1F60780AC19B61DD9216E51228?partnerref=twitter_organic_lancet_cdohlaunchwebinar23&utm_term=lancet&utm_campaign=cdohlaunchwebinar23&utm_content=238702407&utm_medium=social&utm_source=twitter&hss_channel=tw-27013292)

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Lee K, Freudenberg N. Public Health Roles in Addressing  
Commercial Determinants of Health. *Annual review of  
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