

# CHANGING THE WORLD OF HEALTH – OBSTACLES AND OPPORTUNITIES

Professor Mike Daube AO  
 Professor of Health Policy, Curtin University

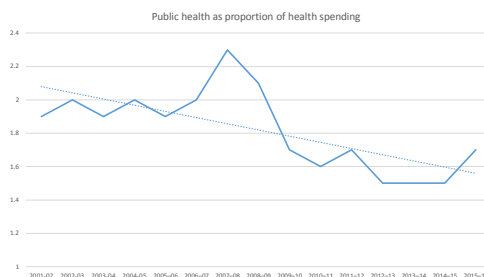
No conflicting interests  
 Slide and other acknowledgements – many colleagues




## Herald Sun

- (4) In recommending to the Governor-General under subsection (2) that a body should be established as education, a polytechnic, a specialist college, a university, or a wananga, the Minister shall take into account:
  - (a) that universities have all the following characteristics and other tertiary institutions have 1 or more of the following characteristics:
    - (i) they are primarily concerned with more advanced learning, the principal aim being to develop independence;
    - (ii) their research and teaching are closely interdependent and most of their teaching is done or supervised by persons who are active in advancing knowledge;
    - (iii) they meet international standards of research and teaching;
    - (iv) they are a repository of knowledge and expertise;
    - (v) they accept a role as critic and conscience of society; and

## FUNDING



Source: PHAA

## LOW PRIORITY FOR PUBLIC HEALTH – AND HEALTH

Perspective

### The future of health care in Australia

Our plan is to provide long-term, generational change that is evidence-based and able to make a real difference to people's lives.

**Editor's note:** The MGA invited the federal health minister and shadow health minister to independently share with readers their visions for the future of health care in Australia. In this issue, Minister for Health the Honorable Greg Hunt MP sets out the government plan; in the next issue, Shadow Minister for Health and Medicare the Honorable Catherine King MP will outline the opposition plan.

**T**here are few issues which Australians hold dearer than their health and the health of their families. Everyone has a view on health because everyone has a stake in it — as consumers and patients, as carers, as taxpayers, as voters.

One of every five dollars we pay in tax goes to health. It's a major component of the national economy, at around 10% of our gross domestic product. In 2015–16, about \$6.6 billion Medicare Benefits Schedule (MBS) services received \$2.1 billion in benefits paid.

Health affects our work, play and daily lives — and our big pockets. For all these reasons, Australians are very protective of health policies and programs, particularly in the public policy space. Australia's health system is world-

The plan asserts the integrity of health reform — that is, not change for short-term political gain but long-term, generational change that is evidence-based and able to make a real difference to people's lives. For example, by giving premature babies their best chance, providing children with cancer new hope, saving a woman's life through early detection of breast cancer, helping adolescents cope with the emotional challenges of life, giving people with mental illness the care and support they need, providing quality of life to people with chronic conditions.

**Strengthening Medicare**

The collaborative arrangements that I have negotiated with key stakeholders — the Australian Medical Association, the Royal Australian College of General Practitioners, the Pharmacy Guild, Medicines Australia and Genetic and Biomedical Medicines Australia — have

## RESEARCH FUNDING

“Two thirds of Australians are overweight or obese. In the last 20 years, there has been an explosion in the science underlying the genetics, basic biology and neuroscience regulating food intake and satiety.

In the last ten years, we have spent almost \$200 million on research. And yet such knowledge has not been translated to any new drugs that decrease weight safely and effectively.”

Professor Ian Chubb, Chief Scientist of Australia  
3 April 2012

MANY ISSUES – DIFFICULT CHOICES

Philosophical Opposition – 19<sup>th</sup> Century

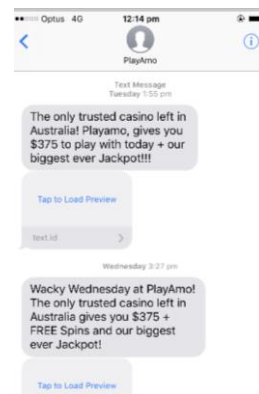
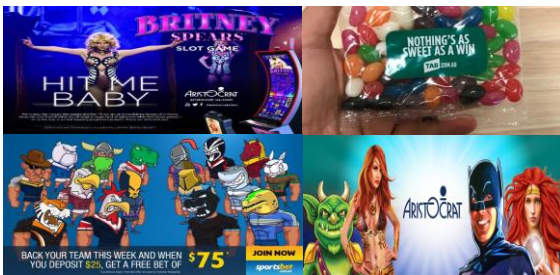
**We are willing to take our chances of cholera and the rest than be bullied into health by Mr. Snow.....**

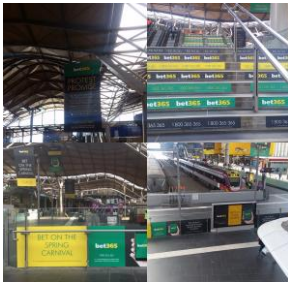
London Times, 1851

Philosophical Opposition – 21<sup>st</sup> Century



NEW MEDIA – NEW CONSUMPTIONS





NEW MEDIA – NEW FORMS OF ATTACK

Targets and abuse: the price public health campaigners pay

Public health advocates are subjected to increasing levels of abuse, some of which may be orchestrated

With 40 books and some 800 publications, Professor Martin McKee is the United Kingdom's foremost public health academic. Professor Stanton Klantz of the University of California, custodian of millions of tobacco industry documents, has been a leading researcher and campaigner for decades. Professor Simon Chapman of the University of Sydney and I have been prominent tobacco control campaigners nationally and overseas since the early 1970s. Yet a prominent blogger who disagrees with us about e-cigarettes tweeted that we are the "world's top cigarette salesman".!



There is a long history of companies and their allies as threats — in Australia, through rubbish bins of behind some of the social

"I think my ecig commentary days are done - haven't got the stomach for the gross twitter trolls that descended or the internet vermin that took over the comments."

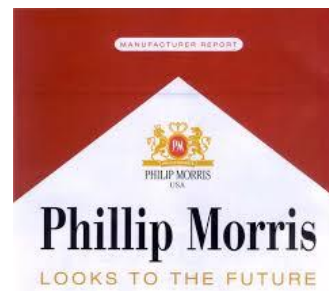
HARMFUL INDUSTRIES

Non-Communicable Diseases 4

Profits and pandemics: prevention of harmful effects of tobacco, alcohol, and ultra-processed food and drink industries

Rob Moodie, David Stockler, Carlos Monteiro, Nick Sheron, Bruce Neal, Thaksaphon Thamarangsi, Paul Lincoln, Sally Casswell, on behalf of The Lancet NCD Action Group

The 2011 UN high-level meeting on non-communicable diseases (NCDs) called for multisectoral action including with the private sector and industry. However, through the sale and promotion of tobacco, alcohol, and ultra-processed food and drink (unhealthy commodities), transnational corporations are major drivers of global epidemics of NCDs. What role then should these industries have in NCD prevention and control? We emphasise the rise in sales of these





real life news life  
**Coca-Cola brings its Christmas Truck to Australia for first time**

ONE of Coca's famous Christmas experiences is finally coming to Australia for the first time — with surprises in store for locals.

Photo: Peter News Corp Australia/News © 10/10/2018 12:37:10 AEST



Find out more Australian Unity

Coca-Cola's famous Christmas Truck has toured the UK for the last seven years. Now the experience is coming to Australia for the first time. But instead of touring the major cities, the truck is going to three regional communities. Locally, Coca has partnered with The Salvation Army to bring more than 500 people from Coca and The Silver, elderly guests and volunteers to these areas. The truck, which is being unveiled in Mackay today, will then stop in Townsville in



ALL INDUSTRIES TOBACCO DRUG CHEMICAL Take a tour

THE TOBACCO INDUSTRY DOCUMENTS Popular Blog About

An archive of 14 million documents created by tobacco companies about their advertising, manufacturing, market research and political activities, hosted by the UCSF Library and Center for Knowledge Management

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 Related Collections (all tobacco collections selected)

Highlights

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**BRITISH MEDICAL JOURNAL**  
 LONDON SATURDAY SEPTEMBER 30 1950

**SMOKING AND CARCINOMA OF THE LUNG**  
 PRELIMINARY REPORT  
 BY  
**RICHARD DOLL, M.D., M.R.C.P.**  
*Member of the Statistical Research Unit of the Medical Research Council*  
 AND  
**A. BRADFORD HILL, Ph.D., D.Sc.**  
*Professor of Medical Statistics, London School of Hygiene and Tropical Medicine; Honorary Director of the Statistical Research Unit of the Medical Research Council*

In England and Wales the phenomenal increase in the number of deaths attributed to cancer of the lung provides one of the most striking changes in the pattern of mortality recorded by the Registrar-General. For example,

whole explanation, although no one would deny that it may well have been contributory. As a corollary, it is right and proper to seek for other causes.

### Market to young people



Marlboro marketing campaign aimed at young people, anti-tobacco report says

Marlboro cigarette maker Philip Morris, breaching its ethical code with adverts that try to persuade the young to smoke



- The campaign "exploits adolescents' search for identity by suggesting that – in the face of uncertainty – they should be a Marlboro smoker", says the report. "
- Although PMI claims that 'Be Marlboro' only targets legal-age smokers, campaign advertisements from around the world clearly focus on youth-oriented images and themes that appeal to teenagers and feature young, attractive models partying, falling in love, adventure travelling and generally being "cool"

**ASH** Global action for everyone's health

Home | Who We Are | What We Do | Get Involved

### Trump Administration: Tobacco Ties

Published March 24, 2017

Smoking has been banned on airplanes since 1988. In California – the first state to implement a smoke-free air law – workplaces, bars and restaurants have been smoke-free since 1988. There hasn't been tobacco billboard advertisements since 1999. While the country has made significant progress towards ending the tobacco epidemic, the Trump Administration's connection to the tobacco industry raises the fear that the clock may move us backwards.

Here are just a few of the high-profile counselors and appointees of the Trump Administration with ties to Big Tobacco:

**George Conway**  
Donald Trump is expected to nominate George Conway, a civil attorney and husband of Katherine Conway, as the head of the new division of the Department of Justice. Conway previously represented Philip Morris, a major tobacco company.

**Attorney General Jeff Sessions**  
While running for the Senate, Sessions received money from tobacco company R. J. REYNOLDS, the men received more money than is allowed and had to send money back to R. J. REYNOLDS. He also opposed FDA tobacco regulations and sue against the tobacco industry.

**Health and Human Services Secretary Tom Price**  
Tom Price has also received funds from the tobacco industry and has repeated stated support measures to regulate Big tobacco.

**Rep. Louie Gohmert (R-Texas)**  
As recently as 1998, Vice President Mike Pence stated that "smoking doesn't kill" throughout his political career. Pence has received more than \$100,000 in campaign contributions from the tobacco industry.

**President Donald Trump**  
Philip Morris (the brander of ASH) also donated \$500,000 to President Trump inauguration, earning them a private dinner with the president and vice president.

ASH's President Anne Hill. \*Not a current member

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MIT CHOICE AUSTRALIA

Use your free speech – while you still can't



### Midnight Emails

Good policy requires more than good intentions.

Alliance of Australian Retailers





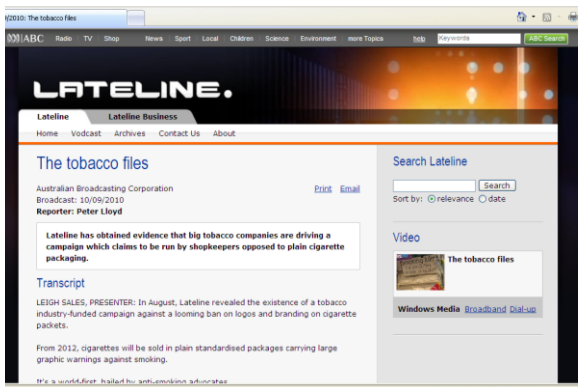
## The Tobacco Files

A definitive conclusion to the debate over plain-packaging.

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## AUSTRALIAN PARLIAMENT – LOBBYIST REGISTER

### Initial summary

Tobacco – 20 direct lobbying clients, 14 indirect

Alcohol – 43 direct, 23 indirect

Junk food – 33 direct, 13 indirect

Gambling – 31 direct, 16 indirect





September 12, 2017  
**Philip Morris International Announces Support for the Establishment of the Foundation for a Smoke-Free World**

LAUSANNE, Switzerland – (BUSINESS WIRE) – Sep. 12, 2017 – September 13, 2017 – Philip Morris International Inc. (NYSE/Euronext Paris: PMI) today announces its support for the establishment of the Foundation for a Smoke-Free World.

The Foundation will fund research and encourage innovative measures to reduce the harm caused by smoking. It will evaluate the impact that smoke-free alternatives can have on smokers and public health, assess the effect of reduced cigarette consumption on the industry value chain, and measure overall progress towards a smoke-free world.

*André Calantzopoulos, Chief Executive Officer of PMI, said, "There is a unique opportunity today to significantly chat*



Philip Morris-controlled Sampoerna seeks wider Indonesia reach with stronger cigarettes



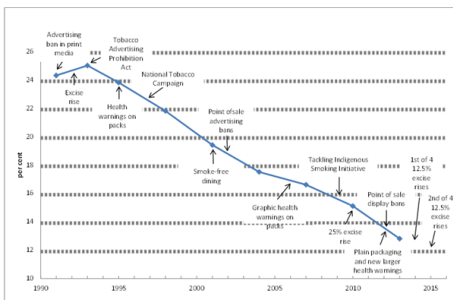
**MY CENTRE IS GIVING WAY. MY RIGHT IS RETREATING. SITUATION EXCELLENT. I AM ATTACKING.**

Marshal Ferdinand Foch, 1914



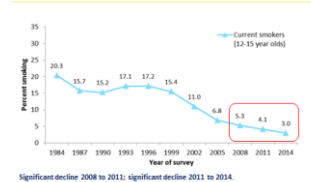
WHERE NEXT FOR ADVOCACY?

- \* MAINTAIN THE RESEARCH AND EVIDENCE-BASED FOCUS
- \* STRONG ADVOCACY, PROPERLY DONE
- \* 21<sup>st</sup> CENTURY ADVOCACY
- \* ENCOURAGE COLLEAGUES TO SUPPORT
- \* INCREASE THE NUMBERS – AND TRAIN NEW ADVOCATES



Australian Government, Department of Health 2015

Trends in smoking prevalence among 12-15 year olds, Australia



Significant decline 2008 to 2011; significant decline 2011 to 2014. Source: Australian Government Department of Health, October 2014.

Imperial Brands, June 2016 (Results Centre)

**Australia: Market Opportunity**  
Despite regulatory headwinds

**Context**

- Darkest market in the world
- GDP growth since early 1990s
- Low unemployment, inflation
- High wage economy

**Opportunities**

- Customer resilience
- Consumer affordability
- High barriers to entry
- Population growth

© 2016 Imperial Brands Investor Day, June 2016. Data Source: Trading Economics

**"Australia is the darkest market in the world, and from a distance it's easy to get dispirited by that."**

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## 10 ADVOCACY COMMANDMENTS

1. Sound evidence – for action and measures proposed, but when you have that – act.
2. Be professional
3. Comprehensive approaches and consensus positions
4. Resist soft options and distractions
5. Work in coalitions
6. Clear messages
7. Understand and work with government, policy, politics, politicians, bureaucracy at all levels
8. Understand and work with the media
9. Be innovative
10. Be impatient – but patient

## WHERE NEXT FOR ADVOCACY?

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## WHERE NEXT TO ADDRESS THE COMMERCIAL DETERMINANTS?

- EXPOSE
- PAYING FOR THE CONSEQUENCES OF THEIR ACTIONS
- CLARITY ON RELATIONSHIPS WITH HARMFUL INDUSTRIES
  - FCTC-STYLE CONVENTIONS FOR OTHER HARMFUL INDUSTRIES
- EXPOSURE SHOULD FIT ENORMITY OF HARMS



## ARTICLE 5.3 - GUIDING PRINCIPLES

Principle 1: There is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy interests.

- Governments “should interact with the tobacco industry only when and to the extent strictly necessary to enable them to effectively regulate the tobacco industry and tobacco products”
- The industry, its representatives, and “organizations and individuals that ....further the interests of the tobacco industry” should be excluded from any role in health-related policy discussions and development

•Tobacco is not unique

•The same standards should apply to civil society as to governments

## WHERE NEXT TO ADDRESS THE COMMERCIAL DETERMINANTS?

- EXPOSE
- PAYING FOR THE CONSEQUENCES OF THEIR ACTIONS
- CLARITY ON RELATIONSHIPS WITH HARMFUL INDUSTRIES
  - FCTC-STYLE CONVENTIONS FOR OTHER HARMFUL INDUSTRIES
- EXPOSURE SHOULD FIT ENORMITY OF HARMS

## Royal commission recommends AMP for criminal charges

By Sarah Dwyer  
27 April 2018 – 12:13pm

The royal commission into banking misconduct has recommended AMP should face criminal prosecution for misleading the corporate regulator.

f t e | A A A

Senior counsel assisting the commission Rowena Orr, QC, said AMP had breached criminal provisions for misleading the Australian Securities and Investments Commission over its charging of clients fees for no service.



## IN SUMMARY

- PUBLIC HEALTH HAS BEEN CRITICAL IN ENSURING OUR EXCEPTIONAL HEALTH STATUS
- THERE HAS ALWAYS BEEN COMMERCIAL AND PHILOSOPHICAL OPPOSITION
- THERE ARE NOW NEW THREATS TO PUBLIC HEALTH FROM POWERFUL GLOBAL INDUSTRIES
- AS THE INDUSTRIES ARE RESURGENT, THERE IS A NEED FOR INCREASED SUPPORT FOR PUBLIC HEALTH ADVOCACY
- THE FCTC AND ARTICLE 5.3 SHOULD BE PURSUED IN RELATION TO TOBACCO AND PROVIDE A BASIS FOR SIMILAR APPROACHES TO OTHER HARMFUL INDUSTRIES

And finally.....

You can't be wrong if you're right.....Just keep fighting.

Rob Riley