CHANGING THE WORLD OF HEALTH – OBSTACLES AND OPPORTUNITIES

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No conflicting interests
Slide and other acknowledgements – many colleagues
LOW PRIORITY FOR PUBLIC HEALTH – AND HEALTH

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 – 19th 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 – 21st Century

NEW MEDIA – NEW CONSUMPTIONS
NEW MEDIA – NEW FORMS OF ATTACK

“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.”

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 Simon Glantz 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 1990s. Yet a prominent blogger who disagrees with us about e-cigarettes tweeted that we are the “world’s top cigarette advocates”.

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

HARMFUL INDUSTRIES

Non-Communicable Diseases 4

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

Rob Masters, David Stubbs, Carlos Montes, Nick Sherry, Brongold, Thaddeus Thamnansingh, Paul Lincoln, Sally Currin, on behalf of The Lancet NCD Action Group

The 2015 UN high-level meeting on non-communicable diseases (NCDs) called for multistakeholder action including with the private sector and industry. However, through the sale and promotion of tobacco, alcohol, and ultra-processed food and drink (ubiquitous commoditying), transnational corporations are major drivers of global epidemics of NCDs. What then should these industries have in NCD prevention and control? We highlight the rise in sales of these
Market to young people

• 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 future young, attractive models partying, falling in love, adventure travelling and generally being 'cool'.

Midnight Emails
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
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
* 21st CENTURY ADVOCACY
* ENCOURAGE COLLEAGUES TO SUPPORT
* INCREASE THE NUMBERS – AND TRAIN NEW ADVOCATES

Australian Government, Department of Health 2015

Imperial Brands, June 2016 (Results Centre)

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

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18/06/2018

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

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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.

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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