The Commercial Determinants of Health

Joel Hammond-Gant 04/11/25

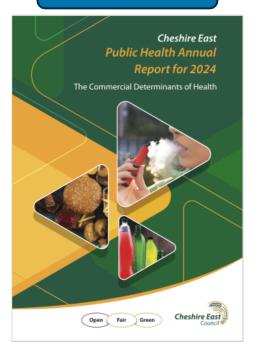
Enabling prosperity and wellbeing for all





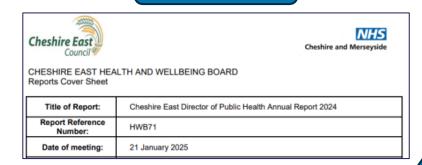
Journey to Date

December 2024



Enabling prosperity and wellbeing for all

January 2025



August 2025

Corporate Policy Committee
Agenda

Wednesday, 6th August, 2025

Date: Wednesday, 6th August, 2025
Time: 5.30 pm
Venue: The Capesthorne Room - Town Hall, Macclesfield SK10 1EA

Obtained support to take forward and deliver the series of recommendations below:

- Develop a Cheshire East position statement on CDoH.
- 2. Explore collaborating and working with C&M partners (and hopefully) work towards a subregional position statement on CDoH.
- 3. Explore enhancing how our planning and licensing powers are used to restrict the presence and influence of unhealthy commodity industries.
- 4. Work across our health and care system to provide as many residents as possible with healthier ingredients and meals, and reduce reliance on HFFS products and meals.
- 5. Explore developing and implementing a Health in All Policies approach.



Cheshire East

The Issue – A Reminder

Commercial actors (industries and businesses) continue to have a greater influence on shaping the way our health and lives are shaped.

We know that there are many health-harming industries that use a very clever and adaptable playbook of tactics to influence our living environments, which foods/drinks we access, and to spend our money on unhealthy commodities like tobacco, alcohol, gambling and vapes.



Tactics used on the International regulatory bodies Governments & National, regional and local governments **Regulatory Bodies** Legal Action (to delay or stall regulations) Lobbying (to prevent or soften **Unhealthy Commodity Industries and Corporations** Disinformation Campaigns (to shape and influence policymaking) Attacking and Intimidating Opponents (to silence those Tobacco and Unhealthy food who threaten their reputation vaping and drink fuels and profits Tactics used on People Alcohol Gambling Marketing and Advertising (aggresively targeting harmful products at specific, often <u>---------</u> vulnerable groups) Discrediting Science and Data (to reduce public understanding of - or deflect attention from -Impacts on negative health impacts) **Population Health** Feigning Social Responsibility Impacts on (to gain respectability as **Planetary Health** companies that are already doing Obesity what they can to support peoples' Cardiovascular disease health and wellbeing) Climate change and 4... Manipulating Public Opinion global warming Respiratory conditions (to raise brand status and likabilty Air pollution of companies and products) Workplace absence Deforestation Disinformation Campaigns (to emphasise personal responsibility Biodiversity loss Financial difficulties and promote 'nanny state' Stress, anxiety and narratives). Figure 4 – A diagram showing the Industry actions and tactics environment in which Unhealthy commodity industries operate, their actions Actions taken to regulate Kev and tactics, and impacts on people and the activities and impacts of industries physical environment. (Joel Hammond-Gant Negative impacts/harm and Dr Andrew Turner)

National Context

Policy paper

High stakes: gambling reform for the digital age
Published 27 April 2023

The most effective way to reduce the influence of unhealthy commodity industries, and the harmful impacts to health they cause, would be through national changes to legislation and regulations to more effectively govern how these industries and corporations operate

Policy paper

A UK government food strategy for England, considering the wider UK food system

Policy paper

Licensing taskforce report: government response

Updated 14 August 2025

A pro-growth vision for licensing reform



Ministry of Housing, Communities & Local Government

National Planning Policy Framework

December 2024

Enabling prosperity and wellbeing for all

Building on Proven Successes

STATE WITH

Commercial determinants of health

Supporting local public health teams to harness the positive and tackle the negative commercial determinants of health.

Commercial Determinants of Health Position Statement

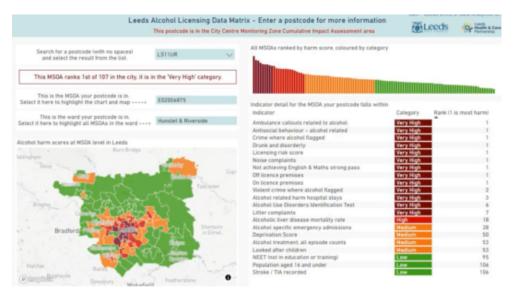




Good Governance

Toolkit





Cheshire East takes a stand for healthier communities with new advertising policy

24 October 2024

Next Steps

- CDoH Position Statement for Cheshire East Council.
- Linking in with relevant groups in Cheshire and Merseyside and establishing a regional CDoH Group to drive this work forward.
- Continue to work with ADPH on their national project to counteract the negative impacts of health harming industries.
- Work across the council to explore the development and implementation of a Health In All Policies (HIAP) approach.
- Commence discussions with planning and licensing on how we can enhance existing, or implement new, policies/strategies to use our local powers to promote health by reducing the influence of health harming industries.



