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PUBLIC HEALTH ONTARIO WEBINAR

# **Engaging policymakers on the Commercial Determinants of Health: Lessons from Global Tobacco Control**

**Professor Kelley Lee**

Canada Research Chair Tier 1 in Global Health Governance  
Faculty of Health Sciences, Simon Fraser University

Scientific Co-Director, Bridge Research Consortium  
School of Population and Public Health, University of British  
Columbia

Simon Fraser University  
respectfully acknowledges the  
unceded traditional territories of the  
Coast Salish peoples, including the  
**səḥilwətaʔ** (Tsleil-Waututh),  
**kʷikʷəłəm** (Kwikkwetlem),  
**Sḵwxwú7mesh Úxwumixw**  
(Squamish) and **xʷməθkʷəy̓əm**  
(Musqueam) Nations, upon which  
the SFU Burnaby campus is  
located







# Learning objectives

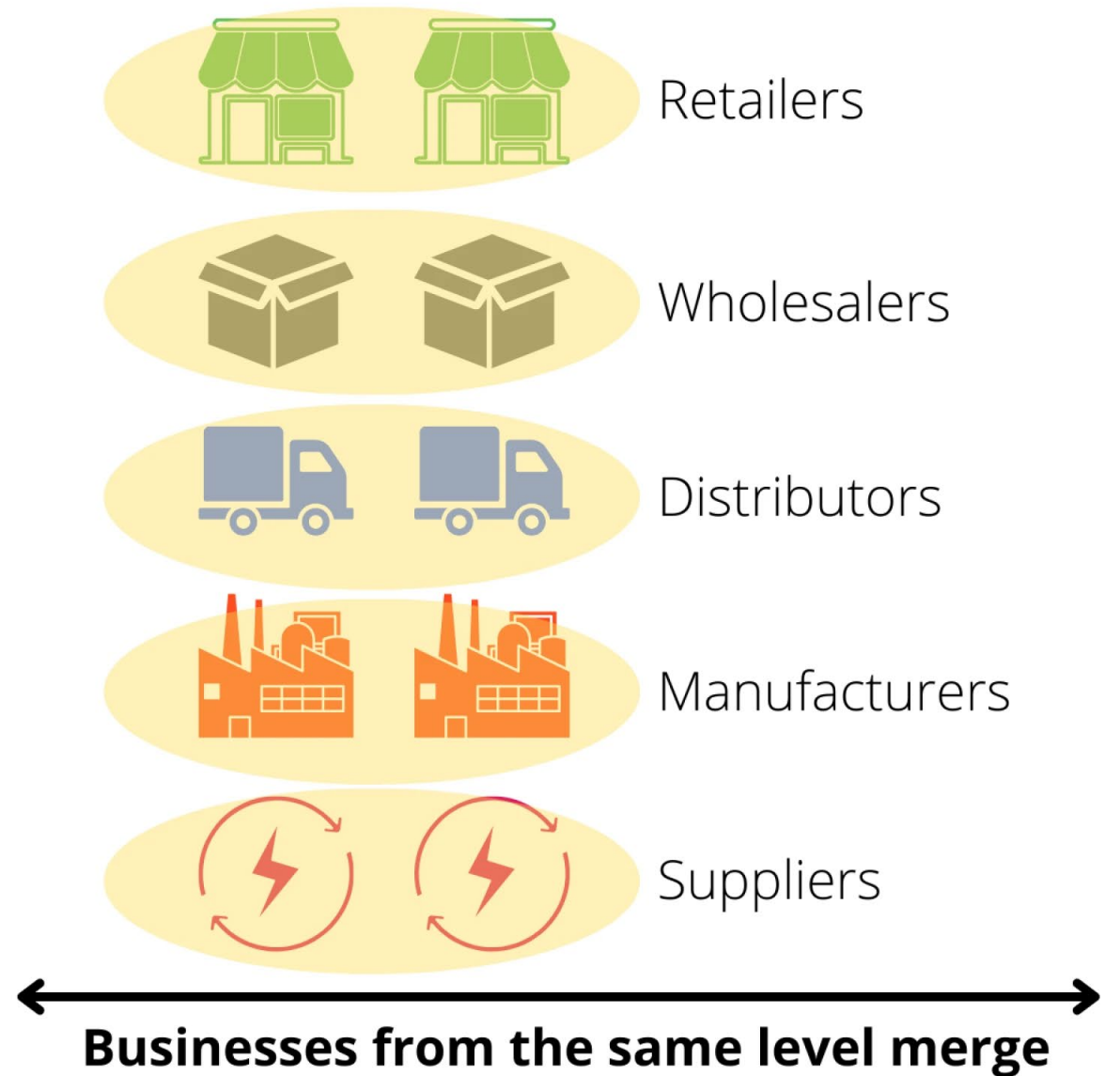
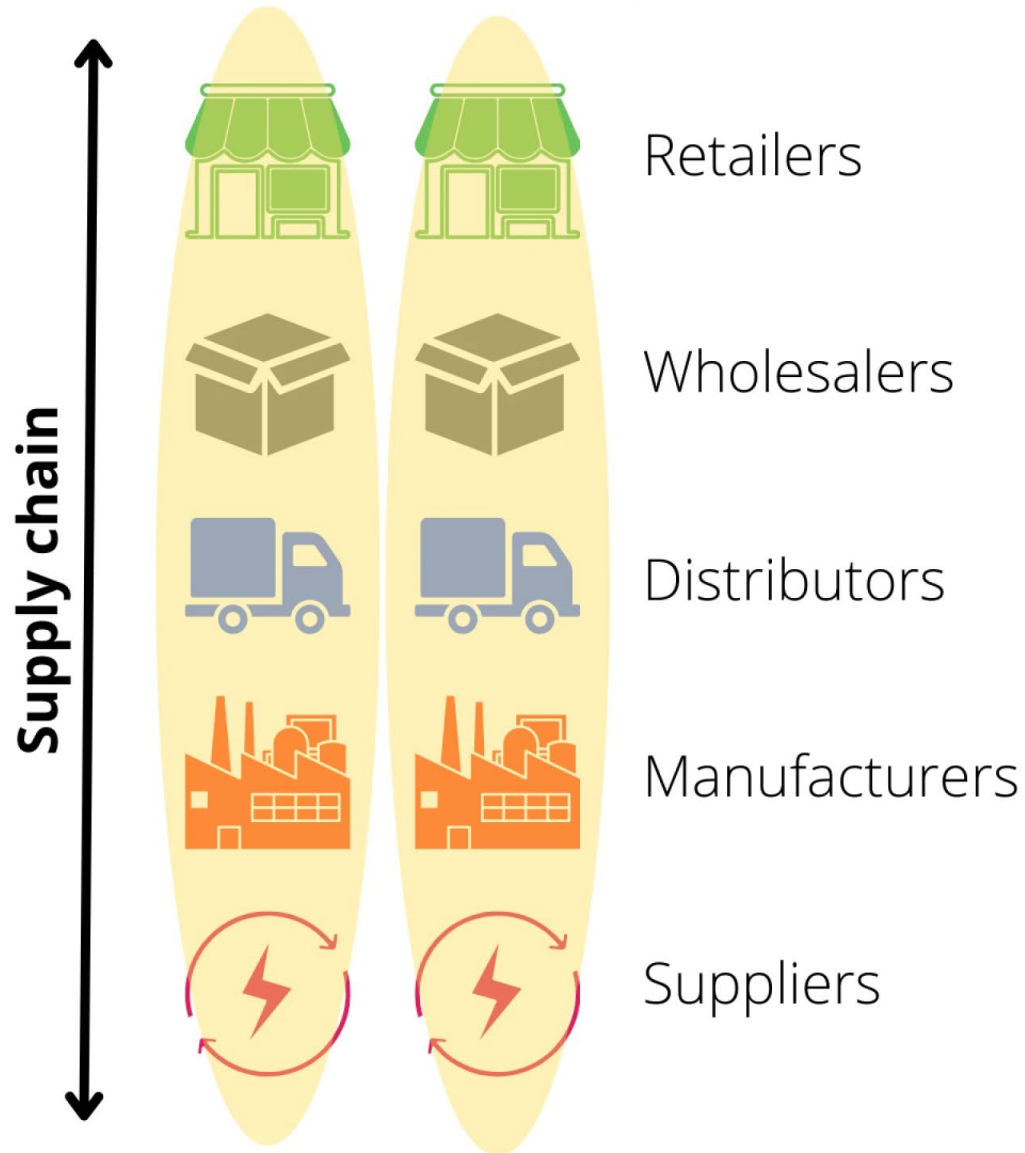
- Define the commercial determinants of health (CDoH) and how they support the understanding of key factors shaping health and disease in the 21st century.
- Describe how the CDoH can contribute to both harms and benefits to population health.
- Recognize the opportunities and challenges for bringing together research and policy communities on the CDoH.
- Identify strategies for using the CDoH to build policy alliances across different public health issues, and between public health and other policy communities.





# Vertical integration

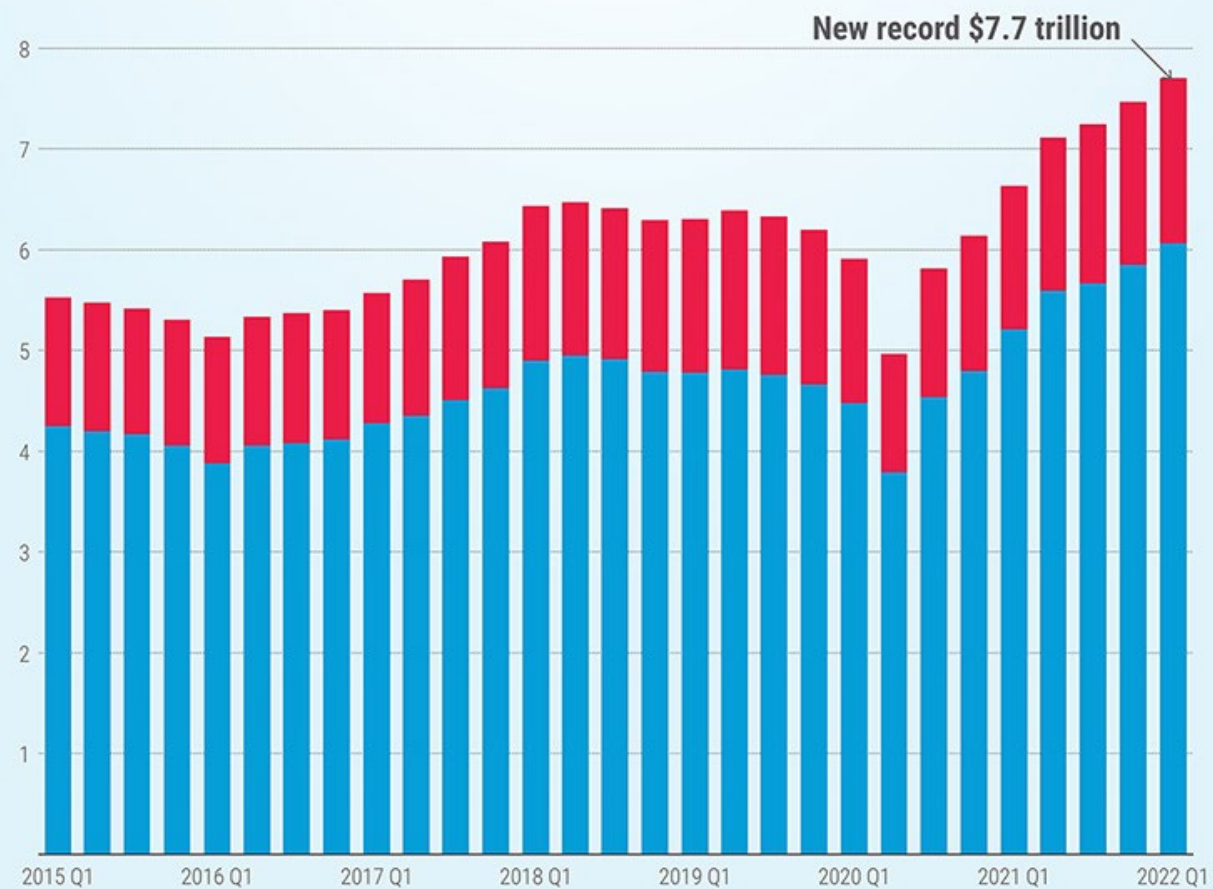
# Horizontal integration





## Global trade hits a record in first quarter of 2022

Quarterly world trade in **GOODS** and **SERVICES**, in US\$ trillion



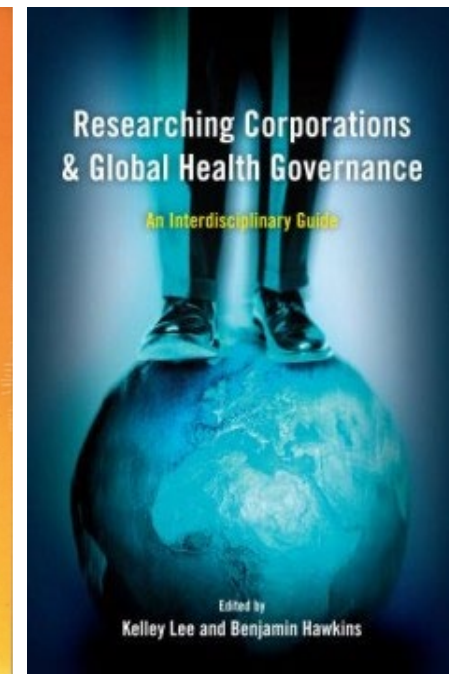
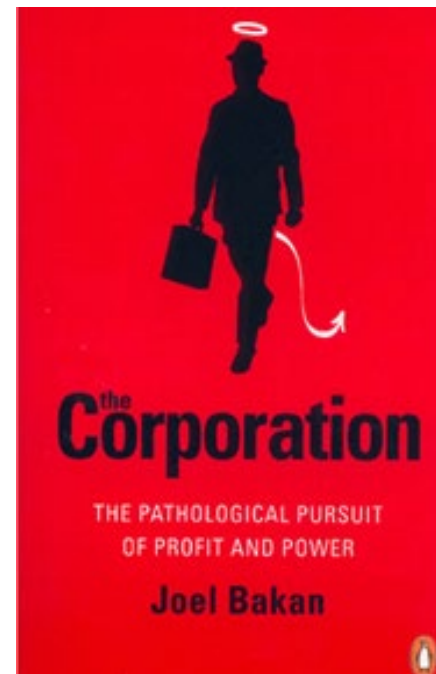
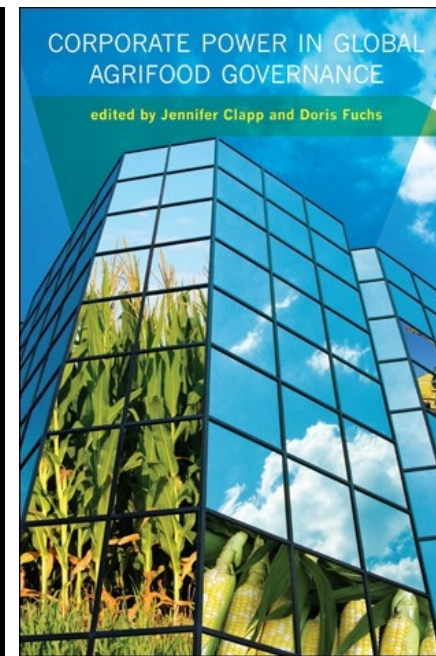
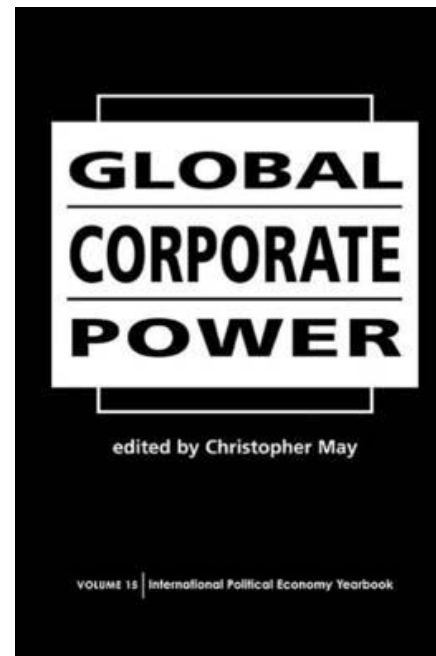
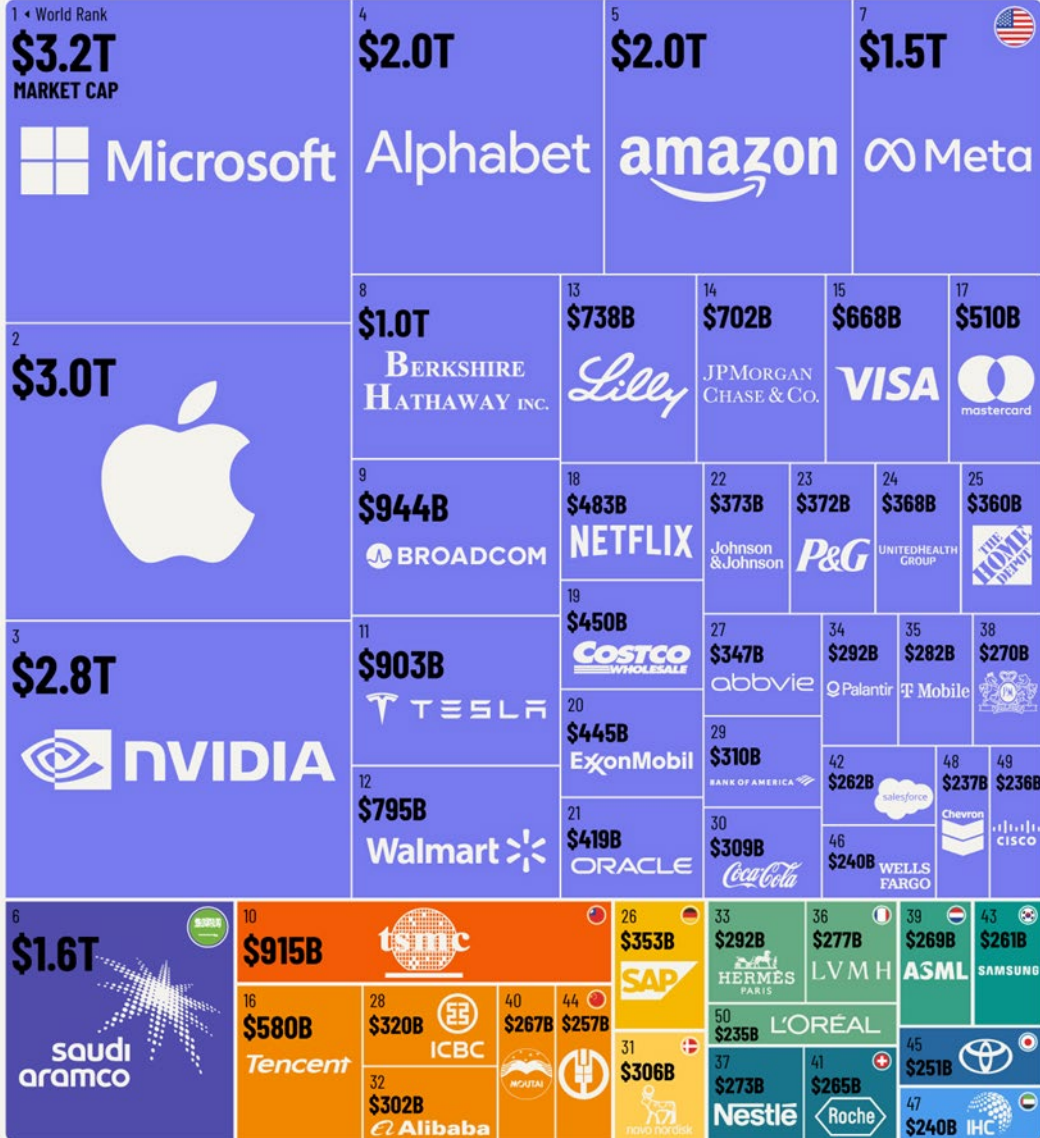
Note: Figures for Q1 2022 are preliminary.

Source: UNCTAD calculations based on national statistics



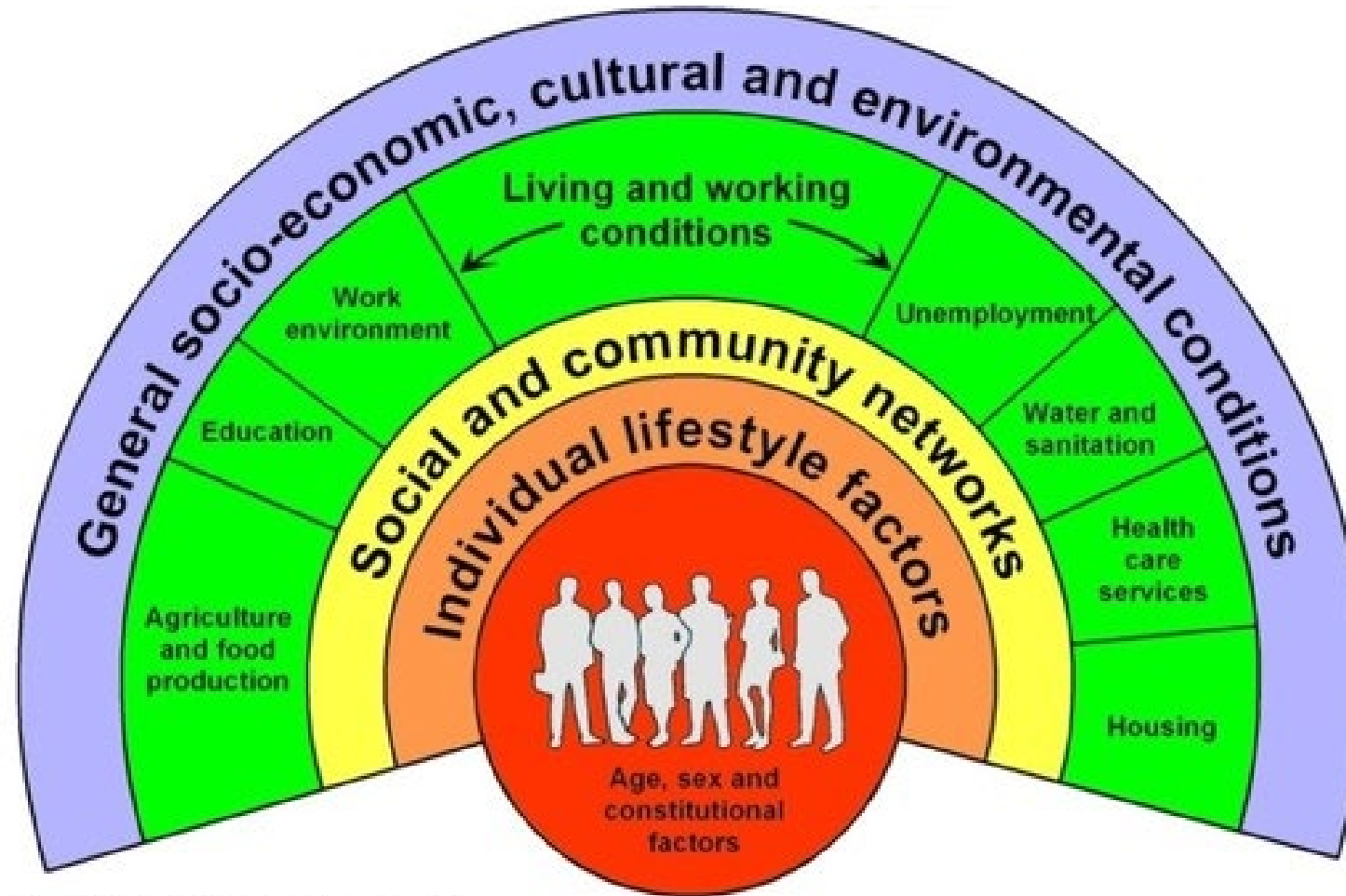
# THE WORLD'S 50 MOST VALUABLE COMPANIES

MAY 2025



## SOCIAL DETERMINANTS OF HEALTH

the non-medical factors that influence a person's health, including their physical and social environment, access to resources, and the conditions in which they live, work, and learn



Source: Dahlgren and Whitehead, 1991

# EVOLVING STUDY OF CDoH



19<sup>th</sup> century  
study of rise in  
industrial diseases  
(occupational health  
and safety)

late 20<sup>th</sup> – early 21<sup>st</sup>  
century case studies of  
internal tobacco industry  
documents (legal liability  
and regulation); study of  
globalization and health

c. mid 2010s onwards  
comparative analysis of  
activities across multiple  
industries (e.g. playbooks)  
and association with 21<sup>st</sup>  
century capitalism

How might we better  
define and measure  
CDoH?  
How can concept  
inform public health  
policy and practice?

20<sup>th</sup> century study of  
rise in NCDs  
associated with  
consumption of  
“unhealthy  
commodities”  
(risky behaviours)

c. 2010  
CDoH coined and growth in  
study of market and nonmarket  
activities of wider range of  
industries  
(lobby registers, COI rules,  
transparency requirements)

c. 2020s  
study of CDoH as sustained by  
and mediated by  
political/economic systems,  
stratification, norms,  
governance (social structures)



# Definitions of Commercial Determinants of Health

“strategies and approaches used by the private sector to promote products and choices that are detrimental to health”

— *Kickbusch et al. (2016)*

“the private sector activities impacting public health, either positively or negatively, and the enabling political economic systems and norms”

—*WHO (2022)*

“how capitalism, globalised corporate and commercial systems and broader political–economic and global governance conditions facilitating these, directly and indirectly shape inequality and health”

— *De Lacy-Vawdon et al. (2021)*





# Evolving Study of CDoH

- products extended beyond “unhealthy commodities” (tobacco, alcohol and ultra-processed foods) to broader range of goods and services with negative health impacts (e.g., certain pharmaceuticals, firearms, gambling, fossil fuels)
- impacts extended beyond NCDs to accidents and injuries, mental health and addictions, environmental exposures, and communicable diseases
- CDoH actors extended beyond manufacturers of certain products to actors located across supply chain, and involved in broader production, distribution and consumption of health-impacting goods and services (e.g., law firms, consultancy firms, think tanks, trade associations)
- types of activities studied extended to *market strategies* and *non-market strategies*
- CDoH extended beyond actions of big companies to the political, economic, and social structures of a society that enable, shape, and sustain certain ways that commerce is conducted (e.g., tax systems, financial markets, regulatory frameworks, norms and values)
- focus extended beyond negative impacts to also positive impacts from CDoH



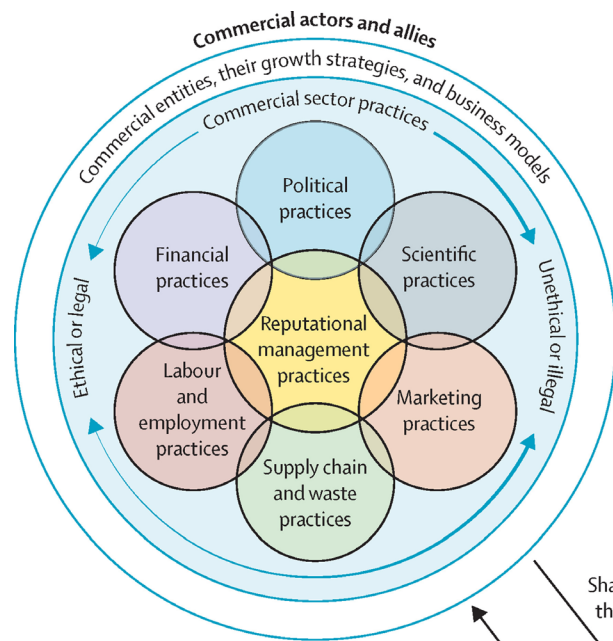
## **Defining Priorities for Action and Research on the Commercial Determinants of Health: A Conceptual Review**

*Nicholas Freudenberg, DrPH, Kelley Lee, DPhil, Kent Buse, PhD, Jeff Collin, PhD, Eric Crosbie, PhD, Sharon Friel, PhD, Daniel Eisenkraft Klein, MS, Joana Madureira Lima, PhD, Robert Marten, MPP, Melissa Mialon, PhD, and Marco Zenone, MS*

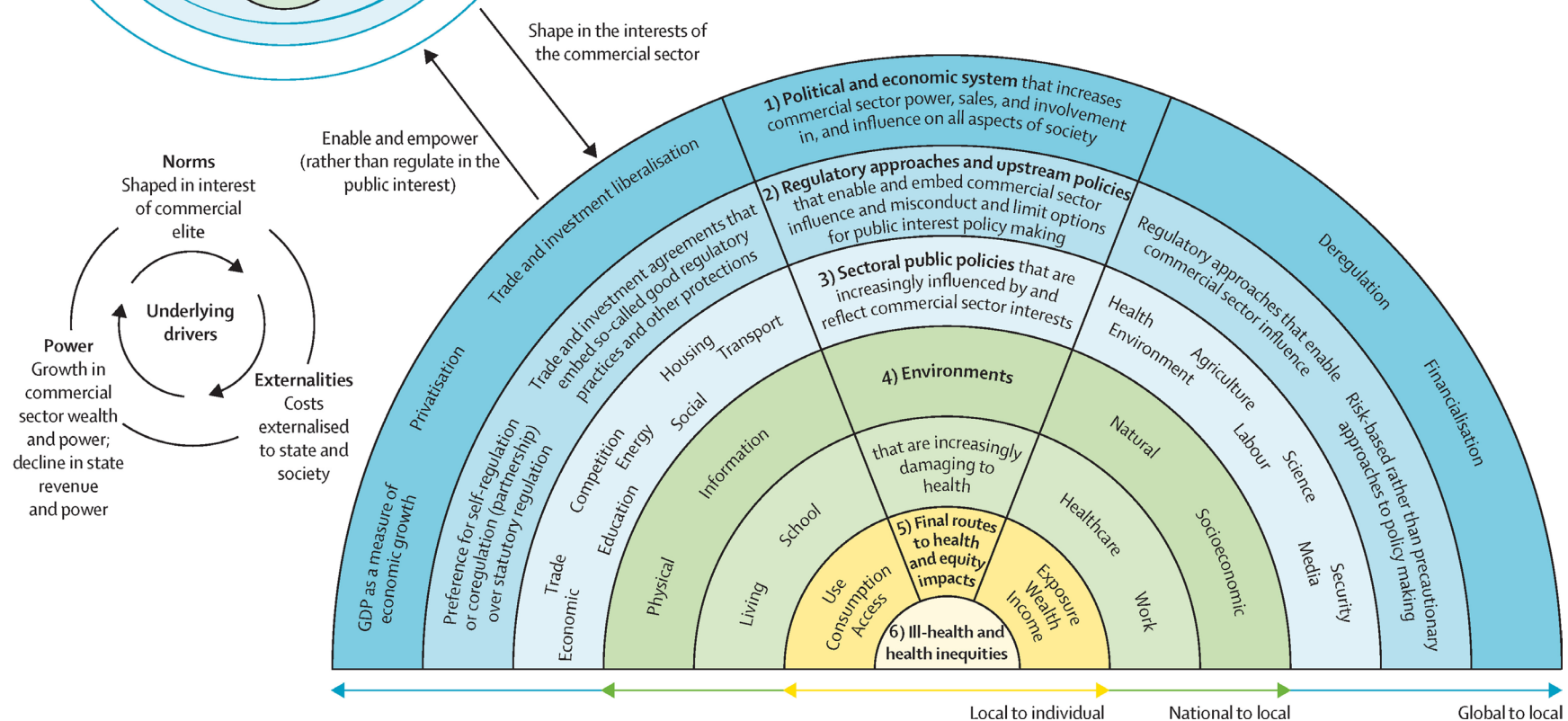
“The ways in which actors (through market and nonmarket strategies) and structures (social stratification, systems, organization, culture/values, regulatory frameworks, governance) operate to generate profit, and thereby influence patterns of health, disease, injury, disability, and death within and across populations.”

— *Freudenberg et al.*





Source: Gilmore et al., 2023



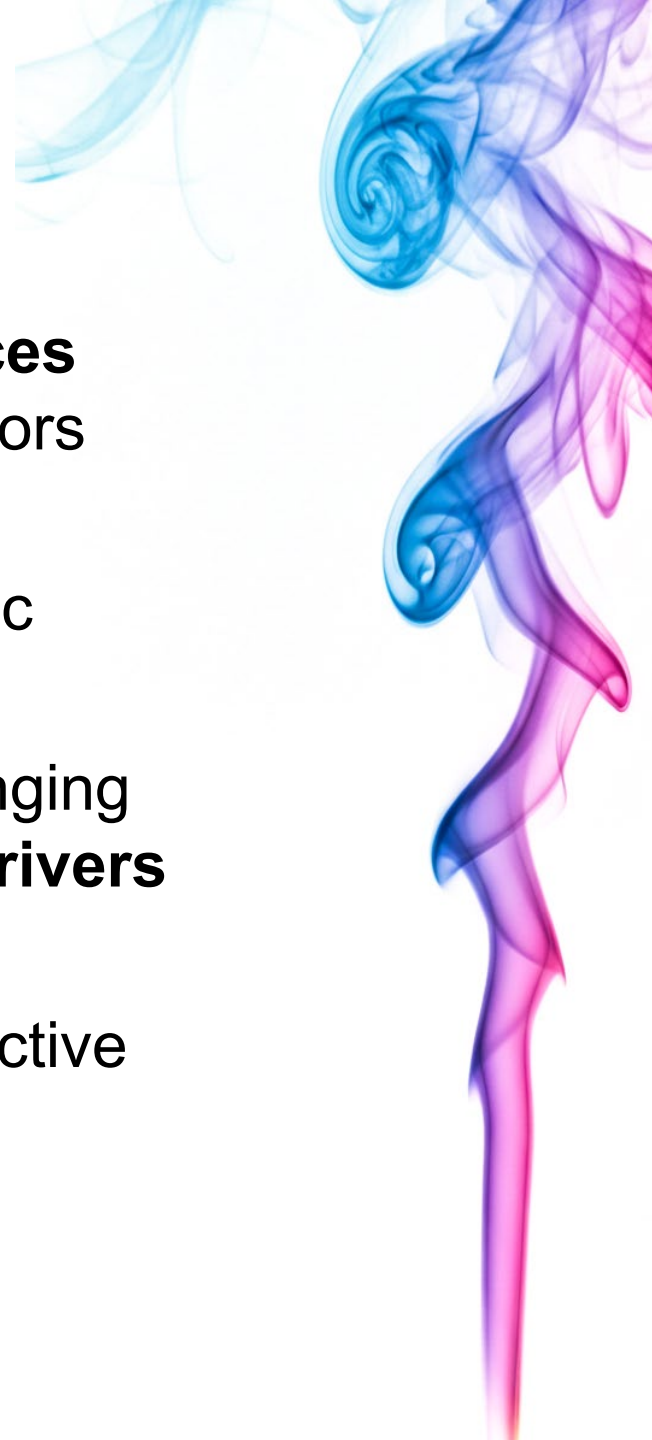
# Positive Effects on Health from Commercial Determinants

- production of health-essential goods and services (e.g., pharmaceuticals, healthcare supplies, food and drink, housing)
- income and wealth generation
- logistics capacity (e.g., supply chain)
- research and development
- idea generation and innovation



# Why is CDoH concept useful to public health policy and practice?

- supports understanding of **common causes and consequences** across different public health issue areas from commercial factors (e.g., common “playbook” across industries)
- enables **sharing of evidence and policy actions** across public health issue areas
- shifts research, policy and practice from a heavy focus on changing individual behaviours (i.e., stop smoking) to **addressing key drivers** shaping norms and values, available choices and behaviours
- **reveals hindering factors**, often hidden, preventing more effective public health policy and action
- promotes understanding of how health-harming industries are enabled by **economic and political systems** within society





# Market Strategies

focus on influencing the marketplace through direct interactions with customers and competitors; aim to improve economic performance by creating value in the market



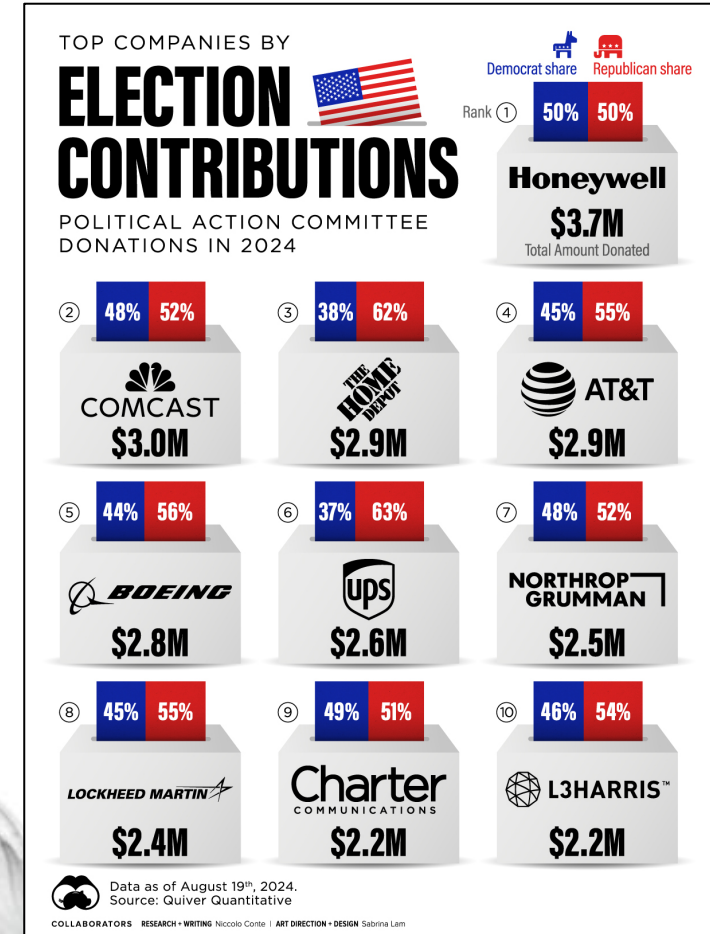
# Non-Market Strategies

focus on building relationships with external stakeholders, such as governments, regulators, the public, and other non-market entities

## Federal Campaign Finance Regulations in Canada and the United States

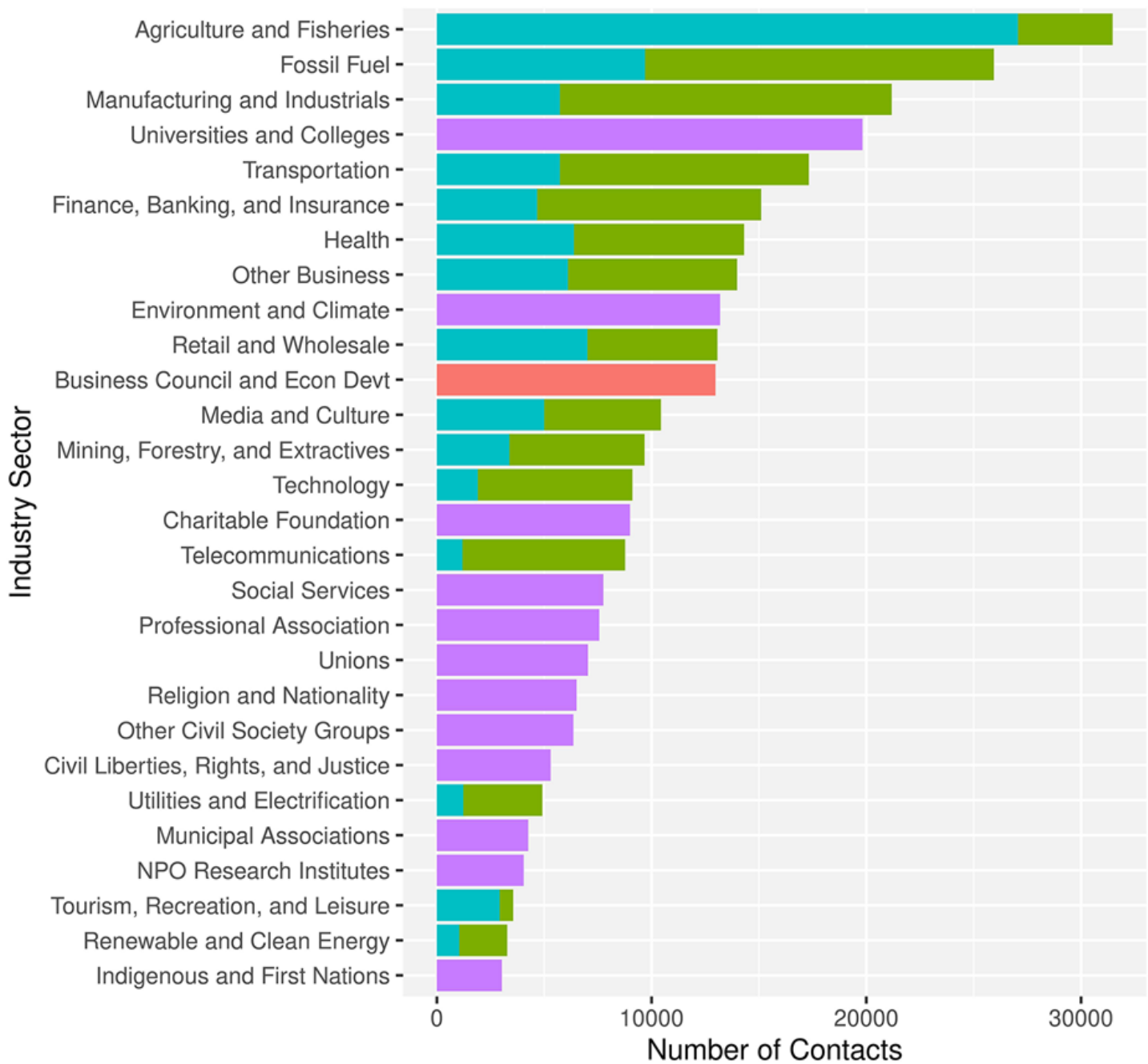
POLICY	CANADA	UNITED STATES	WHY DOESN'T THE UNITED STATES HAVE THIS?
Contribution limits	Yes	Yes, but not for contributions to super PACs	Contribution limits to super PACs struck down by courts
Aggregate contribution limits	Yes	No	Struck down by courts
Limits on self-funding	Yes	No	Struck down by courts
Expenditure limits	Yes	No	Struck down by courts
Public financing via subsidies or grants	Yes	No (present in some states and localities)*	Law not passed
Public financing to parties	Yes	No	Law not passed
Small-donor matching	Yes, via a tax credit	No (present in some states and localities)*	Law not passed

\*A little-used program in the United States provides matching funds during the primary elections and grants during the general election to presidential candidates who agree to certain conditions. No major-party nominee for president has used the program since 2008.





# Federal lobbying contacts in Canada by industry sector (2011–2022)



Type of Organization

- Business Council and Econ Devt
- Corporation/Business
- Industry Association
- Non-Corporate Civil Society

Source: Graham N, Evans B, Chen D. Canada's Lobbying Industry: Business and Public Interest Advocacy from Harper to Trudeau. *Canadian Journal of Political Science*. 2023; 56(4): 975–998.

# The “Father of Stress” Meets “Big Tobacco”: Hans Selye and the Tobacco Industry

| Mark P. Petticrew, PhD, and Kelley Lee, DPhil, DLitt, MPA

OPEN  ACCESS Freely available online

PLOS MEDICINE

## “Efforts to Reprioritise the Agenda” in China: British American Tobacco’s Efforts to Influence Public Policy on Secondhand Smoke in China

Monique E. Muggli<sup>1\*</sup>, Kelley Lee<sup>2</sup>, Quan Gan<sup>3</sup>, Jon O. Ebbert<sup>1</sup>, Richard D. Hurt<sup>1</sup>

<sup>1</sup> Mayo Clinic, Rochester, Minnesota, United States of America, <sup>2</sup> Centre on Global Change and Health, London School of Hygiene & Tropical Medicine, London, United Kingdom, <sup>3</sup> Center for Tobacco Control Research and Education, University of California San Francisco, San Francisco, California, United States of America



Zenone et al. *Globalization and Health* (2021) 17:72  
<https://doi.org/10.1186/s12992-021-00719-y>

Globalization and Health

RESEARCH

Open Access

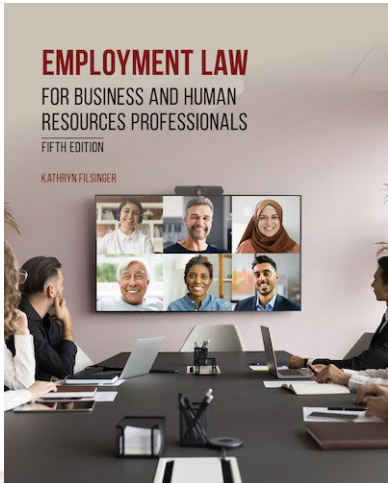
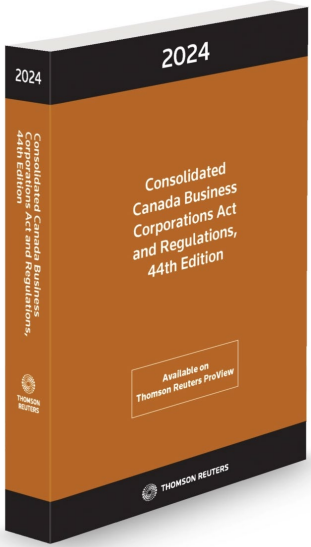
## How does the British Soft Drink Association respond to media research reporting on the health consequences of sugary drinks?

Marco Zenone<sup>1,2\*</sup> , Diego Silva<sup>3</sup>, Julia Smith<sup>2</sup> and Kelley Lee<sup>2</sup>

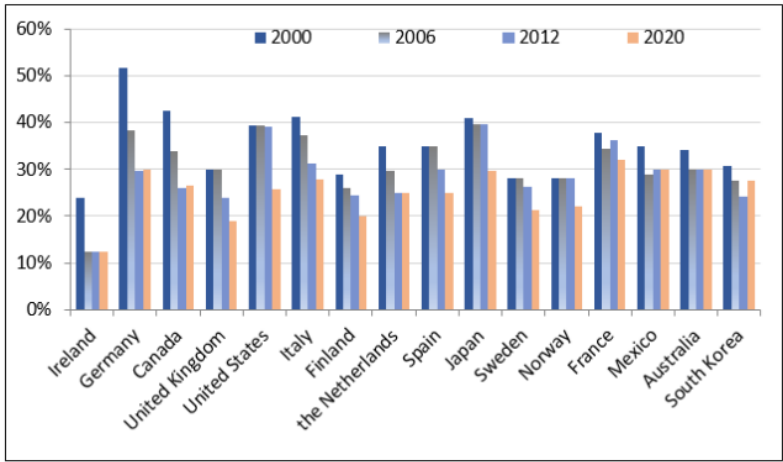




# CDoH as structures and systems



Corporate Income Tax Rates, All Levels of Government, Selected Countries



## Public Health Roles in Addressing Commercial Determinants of Health

Kelley Lee<sup>1</sup> and Nicholas Freudenberg<sup>2</sup>

2022, 43, pp. 25.1–25.21.

<https://www.annualreviews.org/doi/abs/10.1146/annurev-publhealth-052220-020447>

### APPROACHES AND STRATEGIES FOR MITIGATING HARMFUL HEALTH EFFECTS OF COMMERCIAL DETERMINANTS OF HEALTH

- Behavioral change: Modify behavior of consumers to reduce exposure to harmful effects of commercial practices.
- Regulation of market and nonmarket business practices: Use regulation to change behaviors of commercial actors.
- Fiscal policy strategies: Use public spending, taxes, financial incentives, and subsidies to alter commercial practices.
- Citizen/consumer activism: Mobilize populations to put pressure on elected officials or businesses to take actions that reduce harmful practices.
- Litigation and other legal remedies: Use the courts and legal system to force commercial actors or government to end harmful practices and determine liability.

# Behaviour Change

Modify behaviours of consumers to reduce harmful effects of commercial products and practices

- educate people on the risks from consuming tobacco, cannabis, alcohol, ultra processed food, sugary drinks and other health-harming products
- promote healthier lifestyles through encouraging behaviors to mitigate risks such as diet, exercise, moderate drinking and gambling
- counter marketing campaigns to amplify pro-health messaging
- improve availability and affordability of healthier options (e.g., reduce food deserts, increase access to public transit)





# VAPING CAN EXPOSE YOU TO HARMFUL CHEMICALS



CANADA.CA/VAPING-INFO

Canada

Your life can change  
in an instant.

# Don't drive high.

# BABY OR THE BOTTLE

PREGNANT WOMEN SHOULD NEVER DRINK ALCOHOL.



FOR HELP TO STOP DRINKING, OR FOR MORE INFORMATION  
ABOUT FASD, TALK WITH YOUR HEALTH-CARE PROVIDER.



This resource was created with financial contributions from Health Canada  
and the Public Health Agency of Canada.

Government of Nunavut Twitter



# RETHINK your DRINK

Encouraging healthier  
beverage choices

Newfoundland  
& Labrador

Know My  
Limits

## Online or not, set limits on your gambling.



Learn  
more

Learn more at [KnowMyLimits.ca](http://KnowMyLimits.ca)

LGCA  
LIQUOR, GAMING & CANNABIS  
AUTHORITY OF MANITOBA

# Regulation of Market Practices

Use regulation to nudge behaviours of commercial actors to maximize returns on investment, revenues, profits, shareholder value, and market share

- ⦿ regulate product ingredients, manufacturing process, packaging and labelling
- ⦿ regulate product marketing including advertising, sponsorship and promotion
- ⦿ regulate product accessibility (e.g. minimum age, retail licensing)
- ⦿ regulate product availability (e.g., vending machines in schools, point of sale marketing of tobacco products, sweets at checkouts, zoning rules)
- ⦿ create and enforce clear and binding standards for market practices





**Quitting Cigarettes  
Reduces Risk  
of Cervical Cancer**

The human papillomavirus (HPV) is the main cause of cervical cancer.

**Cigarettes weaken the immune system** and make it harder to fight off an HPV infection.

**Arrêter de fumer  
réduit le risque de cancer  
du col de l'utérus**

Le virus du papillome (VPH) est la cause de cancer du col de l'utérus.

La cigarette affaiblit le système immunitaire et rend plus difficile la lutte contre une infection au VPH.

gosmokfree.gc.ca/quit  
1-866-366-3667  
Health Canada

vivezansfumee.gc.ca/abandon  
1 866 JARRETE (1 866 527-7383)  
Santé Canada

**WARNING**

**CIGARETTE SMOKE HARMS BABIES**  
before and after they are born. Health Canada

It causes **low birth weight and lung problems** in babies.

You can quit.  
We can help.

gosmokfree.gc.ca/quit  
1-866-366-3667

**Brand Name**  
Regular Size 25 Cigarettes

3

1

4

CIGARETTES  
DAMAGE YOUR  
ORGANS

**PLAYER'S LTD.  
INTERNATIONAL**

**World Class Tennis!**  
July 15-25  
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**ATP Tour**

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**World Class Tennis!**  
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Top players such as:  
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McEnroe  
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**ATP Tour**

**Player's Ltd. International**

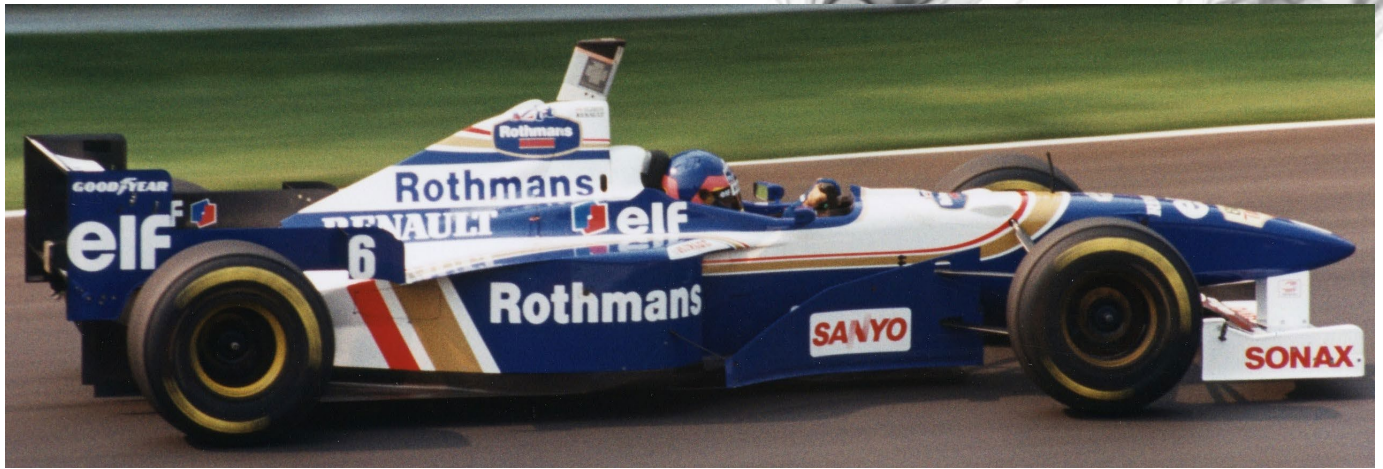
**19**

**It is ILLEGAL to give or sell TOBACCO or VAPOUR PRODUCTS to anyone under 19 years of age.**

**Valid photo ID may be required.**

**BRITISH COLUMBIA**

Tobacco and Vapour Products Control Act



**LOWER PRICE**

**50¢ OFF**

**While Supplies Last**

**COUNTER TOBACCO**



# Regulation of Non-Market Practices

Use regulation to change behaviours of commercial actors to exert political and economic influence in ways that create and sustain favorable operating environments.

- 📖 ensure appropriate firewalls between public and private interests to prevent regulatory capture
- 📖 adopt binding (not voluntary) rules governing interactions between business and government to manage conflicts of interest (e.g., lobbyist register, campaign donation limits, corporate hospitality rules)
- 📖 create and enforce processes to ensure appropriate transparency and accountability of non-market practices (e.g., declaration of funding sources, disclosure of COIs)
- 📖 limit undue commercial influence of scientific and academic sector (e.g., research funding, endowments, naming rights, scholarships)





## FEDERAL LOBBYING BY PHARMA LOBBY GROUP: NUMBER OF MEETINGS (Trade-related meetings excluded)

Number of meetings  
increases as Ottawa  
considers Pharmacare

15

2008

49

Average  
over 11 yrs.

104

2018

**WHY SO  
MANY  
MEETINGS  
LAST YEAR?**

Records of the Office of the Commissioner of Lobbying of Canada

2021 ANNUAL REPORT

High-quality, timely research.  
Innovative outreach.

**CANADA'S  
MOST  
INFLUENTIAL  
THINK TANK**

FRASER  
INSTITUTE

**How much money are  
the top fossil fuel  
industry donors giving  
to BC's leading  
political parties?**

BC LIBERALS \$3,774,000



Total contributions by the top 10 industry donors, 2008-2015.

International Union Against  
Tuberculosis and Lung Disease  
Health solutions for the poor

**FCTC Article 5.3 Toolkit**  
Guidance for Governments on Preventing  
Tobacco Industry Interference







# The Atlas Network

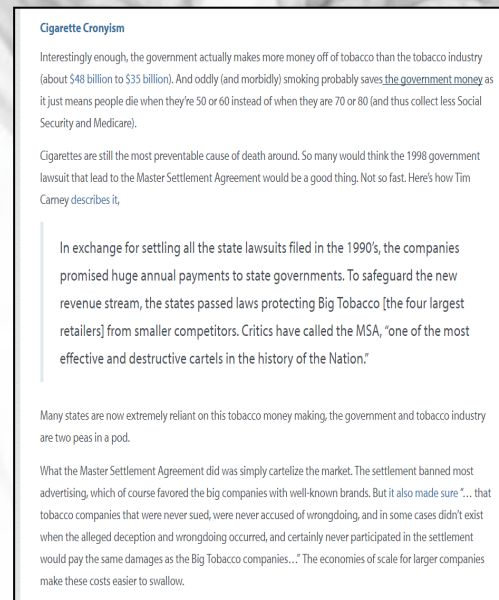
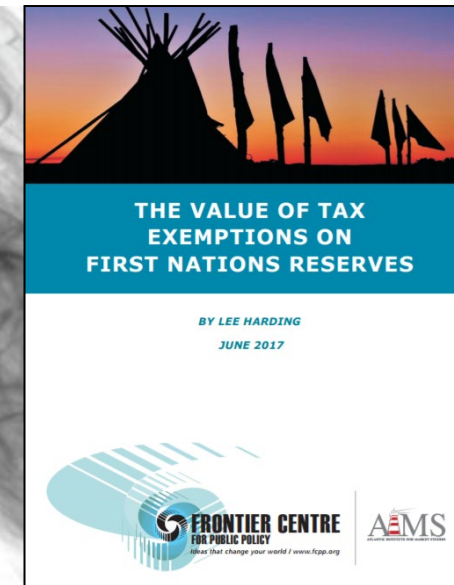
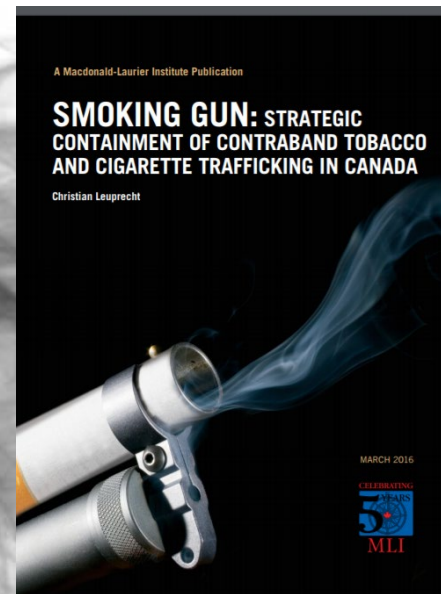
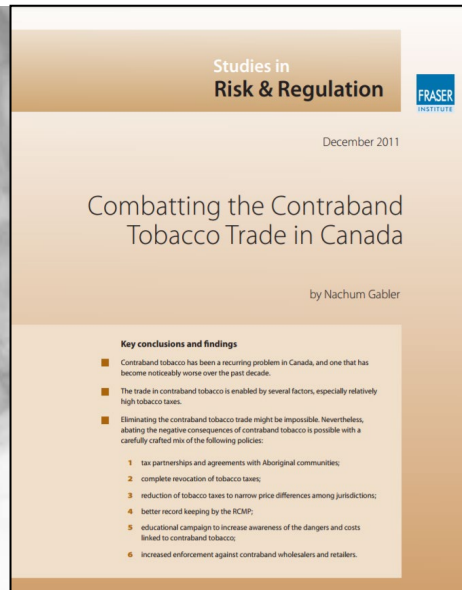
*“The ideals and activities of the foundation enhance an improved operating environment for all Philip Morris business.” — PM staff member (1997)*



- funding from PM, and other tobacco companies, to develop its Risk and Regulation Centre in 2000; then published book questioning harms of second-hand smoke
- In 2010, received \$43,000 from PM; published report arguing high taxes fuel cigarette smuggling



# Tobacco Control “Research” by Atlas Network Members in Canada



# Fiscal Policy Strategies

Use public spending, taxation, and financial incentives to encourage health-positive commercial activities

- ☞ adopt minimum pricing on health-harming products and services
- ☞ increase taxes on health-harming products and services (e.g., soda and sugary drinks, alcohol, cigarettes) to make less affordable, deter consumption and pay social costs (e.g., cleaning up cigarette butts)
- ☞ use proceeds from “sin taxes” for health promotion activities
- ☞ provide financial incentives to encourage health-positive behaviours (e.g., children’s sports fees, public transit)
- ☞ support investment and other financial incentives for health-positive commercial activity (e.g., addressing food deserts, encouraging social benefit companies)





MINIMUM DRINK PRICING				
				
PRODUCT CATEGORY:	DRAUGHT BEER AND CIDER	PACKAGED BEER, CIDER AND COOLERS	WINE AND FORTIFIED WINE (INCLUDING SAKE)	LIQUEURS AND SPIRITS
MINIMUM PRICE PER OUNCE (NOT INCLUDING SALES TAX):	\$0.25 PER OZ (28 ML) \$0.20 PER OZ FOR 50 OZ AND OVER	\$0.25 PER OZ (28 ML)	\$0.40 PER OZ (28 ML)	\$3.00 PER OZ (28 ML)
PRICING EXAMPLES:	12 OZ SLEEVE FOR \$3.00, OR 20 OZ PINT FOR \$5.00, OR 60 OZ PITCHER FOR \$12.00	341 ML BOTTLE, OR 355 ML CAN FOR \$3.00	5 OZ GLASS FOR \$3.00, OR 9 OZ GLASS FOR \$5.40	1 OZ SPIRIT FOR \$3.00, OR 2 OZ SPIRIT FOR \$6.00

\*Pricing examples do not include sales tax.

WEBSITE:  
[WWW.ENGAGE.GOV.BC.CA/LIQUORPOLICYREVIEW](http://WWW.ENGAGE.GOV.BC.CA/LIQUORPOLICYREVIEW)

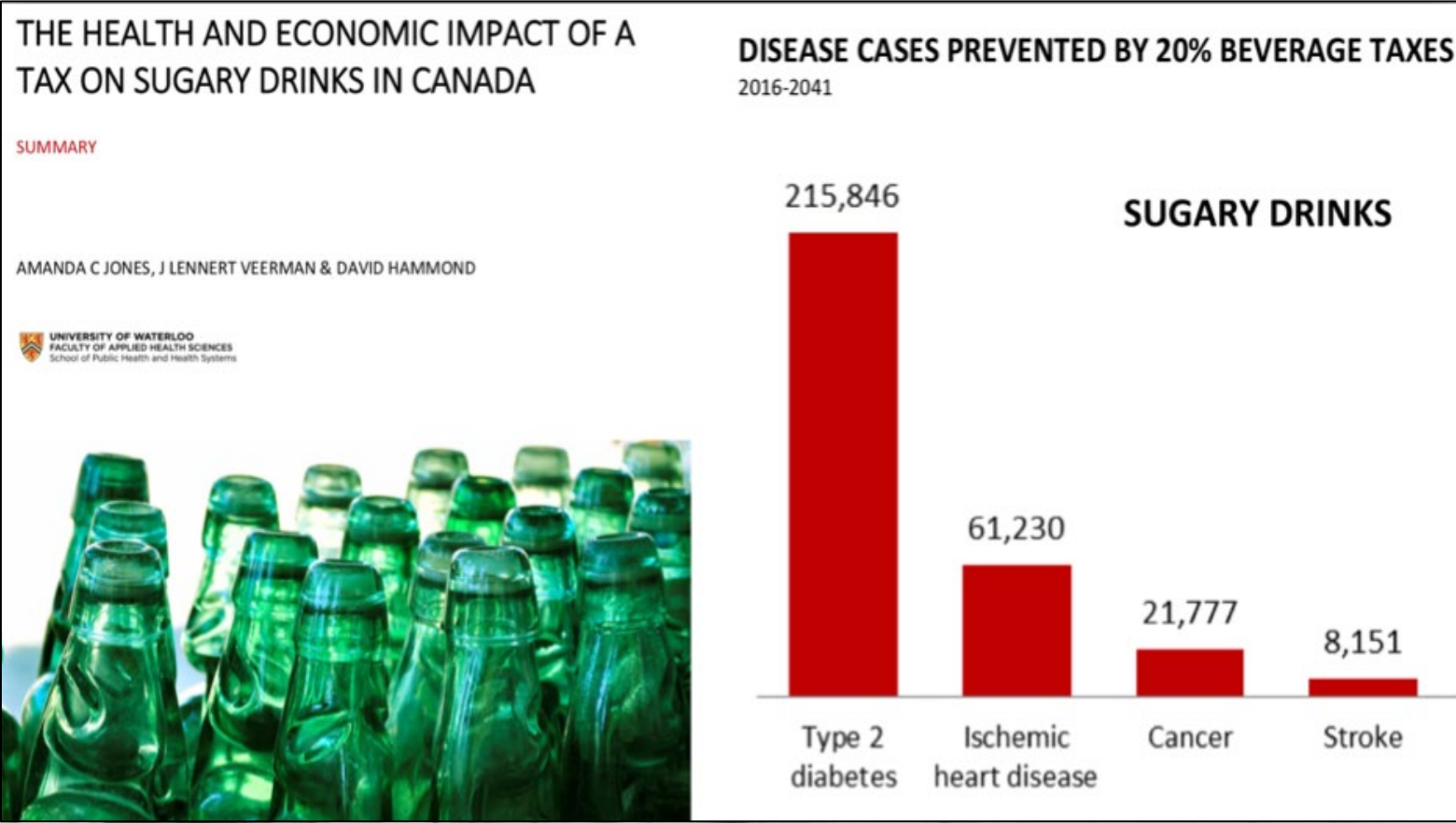
BRITISH COLUMBIA

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NHS SWAP TO STOP SCHEME

FREE VAPES FOR SMOKERS





# Litigation and Other Legal Remedies

Use the courts and legal system to force commercial actors or government to end harmful practices and determine liability

- ✦ individual and class action lawsuits to hold companies responsible for health harms from products, negligence, misleading claims or fraud, addiction (e.g., tobacco, opioids, gambling)
- ✦ litigation by governments to recover health care and other social costs (e.g., tobacco-related disease and death, opioid addiction and death)
- ✦ penalties or surcharges for creation of social harms and costs (e.g., product waste, pollution)
- ✦ enforcement of rules on false product claims or violation of regulations (e.g. marketing to children, labelling, price fixing)
- ✦ prosecution of companies for criminality (e.g., smuggling, money laundering, tax evasion)
- ✦ enforcement of anti-trust laws



## NEWS &amp; ANNOUNCEMENTS

**2012**

New papers on trade policy, FTC and current industry materials

**2011**

New papers investigate BAT in Central and South America, China, and Indonesia

**2010**

New papers investigate BAT in China and their influence on the European Union Treaty

**July, 2009**

New papers on BAT's Activities in South Korea and Ghana

**December, 2008**

New papers on BAT's international activities

[News & Announcements Archive](#)

## Welcome to the British American Tobacco Documents Archive

The Guildford Depository located near London, England houses an estimated 6-7 million pages of internal corporate documents related to British American Tobacco Company (BATCo) and its parent, BAT Industries plc. The depository was established as a result of litigation brought against several tobacco companies by the State of Minnesota and Minnesota Blue Cross Blue Shield. As a result of this legislation, an estimated 1 million documents recently produced by British American Tobacco have been placed in the Minnesota Depository in Minneapolis, Minnesota.

The vast majority of documents produced by BAT in litigation were only available at the Guildford Depository. Researchers had to travel to the depository to search the collection and were subject to the difficult conditions of access imposed by BAT, including use of a rudimentary and wholly inadequate index (see Muggli, et al., [Big Tobacco is watching](#), Collin, et al., [Unlocking the corporate documents of British American Tobacco](#), Glantz, [The truth about Big Tobacco in its own words](#)). Documents located in Minnesota were equally remote for most researchers. By scanning, indexing, and hosting the documents on this Web site, anyone with access to the Internet can now search and use them.

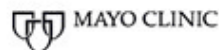


As of July 2008, the BAT documents were integrated into the Legacy Tobacco Documents Library (LTDL). For your convenience, any query you enter here will return results from the BAT document collection within LTDL. In LTDL you can expand your search to include other U.S. companies in addition to all BAT documents.

Please note: A number of BATDA [field codes](#) have been modified in order to provide a uniform search syntax for the merged BATDA and LTDL documents. Before conducting a fielded search query, please consult the [Expanded Search Fields](#) page to see what has changed.

### SEARCH THE COLLECTION

Quick Search (please enter a word or phrase):



UCSF LIBRARY  
and Center for Knowledge Management

wellcome trust



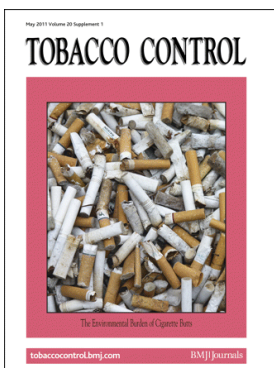


## RESEARCH PAPER

# Complicity in contraband: British American Tobacco and cigarette smuggling in Asia

J Collin, E LeGresley, R MacKenzie, S Lawrence, K Lee

*Tobacco Control* 2004;13(Suppl II):ii104-ii111. doi: 10.1136/tc.2004.009357



## Research paper

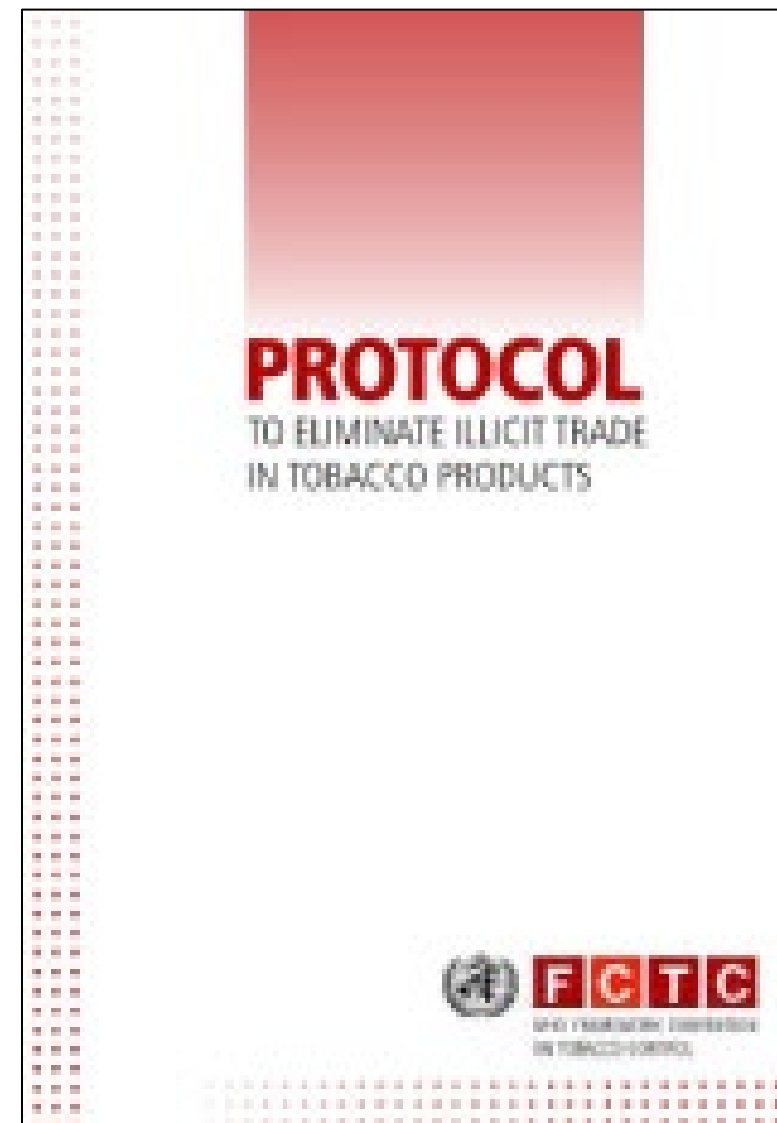
# British American Tobacco and the “insidious impact of illicit trade” in cigarettes across Africa

E LeGresley,<sup>1</sup> K Lee,<sup>2</sup> M E Muggli,<sup>3</sup> P Patel,<sup>4</sup> J Collin,<sup>5</sup> R D Hurt<sup>6</sup>



# Gaining access to Vietnam’s cigarette market: British American Tobacco’s strategy to enter ‘a huge market which will become enormous’

K. LEE<sup>1</sup>, H.V. KINH<sup>2</sup>, R. MACKENZIE<sup>3</sup>, A.B. GILMORE<sup>1</sup>, N.T. MINH,<sup>4</sup> & J. COLLIN<sup>5</sup>





RESEARCH

Open Access

## "We think globally": the rise of Paraguay's Tabacalera del Este as a threat to global tobacco control



Benoît Gomis<sup>1</sup>, Kelley Lee<sup>1\*</sup> , Natalia Carrillo Botero<sup>1</sup>, Philip Shepherd<sup>2</sup> and Roberto Magno Iglesias<sup>3</sup>

RESEARCH

Open Access



## From transit hub to major supplier of illicit cigarettes to Argentina and Brazil: the changing role of domestic production and transnational tobacco companies in Paraguay between 1960 and 2003

Roberto Magno Iglesias<sup>1</sup>, Benoît Gomis<sup>2</sup>, Natalia Carrillo Botero<sup>2</sup>, Philip Shepherd<sup>3</sup> and Kelley Lee<sup>2\*</sup> 

## THE CONVERSATION

Academic rigour, journalistic flair



**How Paraguay dumps billions of illicit cigarettes on the global market**

December 16, 2018 9:36am EST

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abc

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NOTICIAS EDICIÓN IMPRESA NACIONALES DEPORTES ESPECTÁCULOS ESPECIALES MUNDO

[Inicio](#) > [Edición Impresa](#) > [Política](#) > Paraguay suscribirá el protocolo que elimina comercio ilícito del tabaco

12 DE DICIEMBRE DE 2018 | SEGÚN OMS, SOMOS EL SEGUNDO PAÍS DE ORIGEN DE CIGARRILLOS ILEGALES

## Paraguay suscribirá el protocolo que elimina comercio ilícito del tabaco

El Gobierno paraguayo anunció ayer que suscribirá en EE.UU. el Protocolo de Eliminación del Comercio Ilícito del Producto del Tabaco, que se origina en un convenio de la OMS.

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Mario Abdo Benítez (c) se reunió ayer con varios ministros y representantes de la OMS, en Palacio de López. / ABC Color

21 DE NOVIEMBRE DE 2018 10:00

## Sin Brasil, Tabesa sería nada

Por Juan Cálcena Ramírez

Paraguay reportó menos ventas internas de cigarrillos desde 2002 a 2016. Sin embargo, la producción de Tabesa creció por los cielos. El mercado negro brasileño es clave para la economía de la empresa de Horacio Cartes, dice un estudio canadiense.

22 DE NOVIEMBRE DE 2018 | SEGÚN UNA INVESTIGACIÓN CANADIENSE

## Revelan que Tabesa hace fortuna con el tráfico ilegal de cigarrillos al Brasil

Por Juan Cálcena, ABC Color

Tabacalera del Este SA (Tabesa), del expresidente de la República Horacio Cartes produce mucho más cigarrillos de lo que se consume en nuestro país. La gran cantidad de su producto termina en el mercado negro de Brasil, según una investigación canadiense.

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03 de febrero de 2019  
17:41 (ACTUALIZADO HACE 1 MIN)

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NOTICIAS EDICIÓN IMPRESA NACIONALES DEPORTES ESPECTÁCULOS ESPECIALES MUNDO

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21 DE NOVIEMBRE DE 2018 | ANALIZARON A EMPRESA DEL EXPRESIDENTE CARTES

## Tabesa es una amenaza mundial, según académicos canadienses

Por Juan Cálcena, ABC Color

Un estudio de la Universidad Simon Fraser concluyó que Tabacalera del Este SA, propiedad del expresidente Horacio Cartes, expande sus negocios por medio del contrabando y es un riesgo para la salud mundial.

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20 DE NOVIEMBRE DE 2018 10:50

## Estudio afirma que Tabesa es riesgo para la salud y se expande por contrabando



## \$32.5B settlement with tobacco giants approved by creditors, lawyer says

By Paola Loriggio • The Canadian Press

Posted December 12, 2024 6:14 pm • Updated December 12, 2024 6:17 pm • 3 min read



For decades, tobacco marketing failed to mention the highly addictive nature of the products, much less the potentially deadly consequences of smoking. Now, following three decades of legal battles, a deal to compensate current and former smokers suffering from lung cancer and a wide range of other terminal diseases is finally on the horizon. Katherine Ward explains what's being considered. — Oct 18, 2024

## British Columbia reaches \$116 mln settlement with Purdue Pharma over opioid crisis

By Kanishka Singh

June 29, 2022 12:59 PM PDT • Updated 3 years ago



Aa



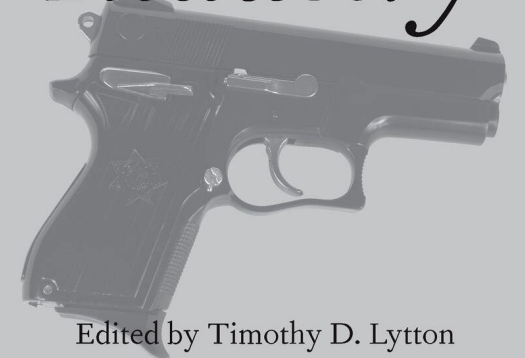
## NEWS

# Casino Sued By Compulsive Gambler For Letting Him Lose \$260,000

BY AILA SLISCO ON 12/26/19 AT 11:33 PM EST

A Battle at the Crossroads  
of Gun Control & Mass Torts

# Suing the GUN Industry



Edited by Timothy D. Lytton



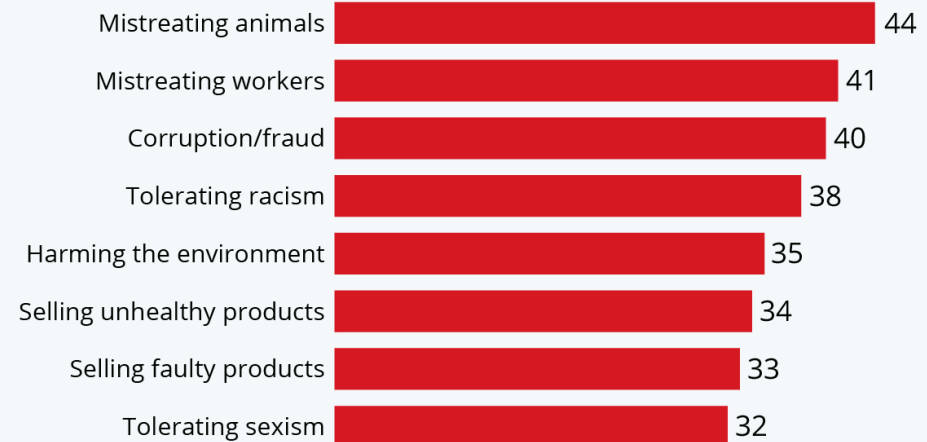
# Citizen Consumer Activism

Mobilize populations to put pressure on elected officials or businesses to take actions that reduce harmful practices

- ✊ exposés about health-harming, unethical and even illegal practices in commercial sector
- ✊ public awareness and reframing campaigns
- ✊ consumer boycotts and buycotts (selective buying of healthy products or products from companies deemed to follow ethical practices)
- ✊ shareholder activism

## What Companies Get Canceled For

Share of U.S. respondents who would boycott a brand for the following reasons\* (in percent)



\* or take other measures against them  
1,528 U.S. adults, 18-64 y/o, surveyed Sept 22-28, 2020  
Source: Statista Global Consumer Survey



statista 



# State must stop trying to be the public's babysitter

The Nanny State Index explains that countries with more paternalistic policies do not necessarily enjoy better public health outcomes

BL PREMIUM

30 MAY 2021 - 08:57

by MARTIN VAN STADEN



## AUSTRALIA

It's time to Exit The W.H.O.

Australia is at risk of losing its sovereignty to the World Health Organization (W.H.O.) due to proposed changes to the World Health Assembly's (WHA's) International Health Regulations (IHR) and a proposed 'pandemic treaty'. All this even if Australia votes against the proposals.

The W.H.O wants to become a legislative authority instead of an advisory board, giving them extraordinary powers that are binding on all Australians.





# Expert Group and Meetings

[Health Topics ▾](#)[Countries ▾](#)[Newsroom ▾](#)[Emergencies ▾](#)[Data ▾](#)[About WHO ▾](#)

## Economic and Commercial Determinants of Health

[◀ Social Determinants of Health](#)[Economic and Commercial  
Determinants of Health](#)

The programme of work on Economic and Commercial Determinants of Health (CED) is based in the Department of Social Determinants. It addresses the economic and commercial determinants of health (CDoH) across public health priorities, health-impacting industries, and different populations. It aims to support countries in leveraging the co-benefits of working in partnership with the private sector on common health goals, whilst addressing and preventing harm from conflicts of interest. It takes a social determinants approach in promoting research and action on economic and commercial determinants as structural drivers of health inequities. The programme explores the role of the private sector in determining health and health outcomes, and the roles and responsibilities of the public sector, the private sector and civil society in strengthening accountability for CDoH. CED has multiple activities, including action through catalysing research; multi-country capacity building; convening global stakeholders; coordination with other UN agencies and partners; and advocacy.

## Editorial Group of WHO Global Report on the CDOH

### Commercial Determinants of Health: Measuring what matters to inform action

6 September 2022 15:30 – 17:15 CET

[Access the recording of the webinar](#)

The World Health Organization is inviting you to the second webinar of the Commercial Determinants of Health. This second webinar will present the challenges and the state-of-the-art empirical science of CDoH, focussing on how health communities, governments and business can approach measurement in CDoH. It will also present approaches to reorient financial indicators towards health, wellbeing, and equity.

#### Agenda

##### Welcome and introductions:

- Etienne Krug, Director, Social Determinants of Health, WHO
- Stephen MacFeely, Director of Data and Analytics, WHO

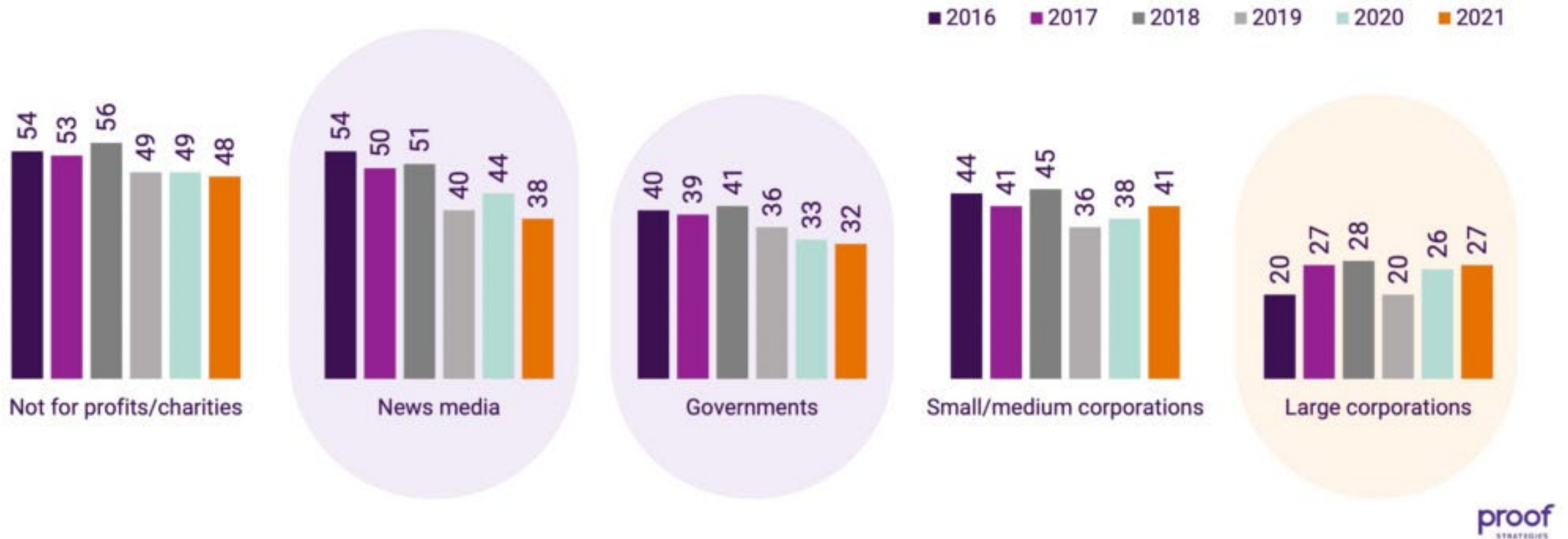
##### Keynote presentation:

- Kelley Lee, Professor of Public Health, Simon Fraser University, Canada





# PUBLIC TRUST IN CANADA (2016-2021)



Source: Proof Strategies, 2021

# 6 in 10 Hold Grievances Against Business, Government, and the Rich

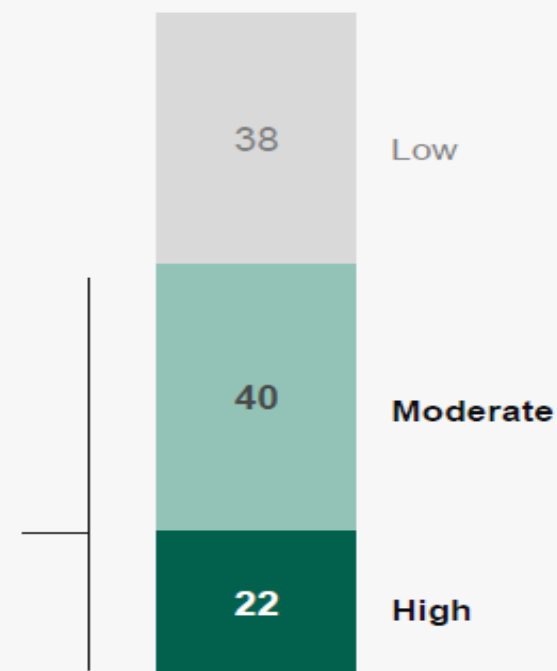
Percent who hold a low, moderate, or high sense of grievance, in Canada

## I hold a sense of grievance because:

- *Business and government serve select few*
- *Business and government actions hurt me*
- *The system favors the rich*
- *The rich are getting richer*

My sense of grievance  
is moderate or higher

62%



RECOVERING TOWARDS

# a Wellbeing Economy



## LIMITATIONS OF GDP AS A MEASURE OF PROGRESS:

- ❶ Fails to account for social inequalities and depletion of natural resources
- ❷ Shifts health and financial costs of pollution to society
- ❸ Neglects the many benefits of thriving nature and healthy society
- ❹ Ignores limits beyond which GDP growth no longer adds to people's quality of life



## Solution

SHIFT TOWARDS A 'WELLBEING ECONOMY', IN WHICH GOVERNMENTS VALUE OUR WELLBEING OVER WEALTH, AND SDGS GUIDE DECISION MAKING

- ❶ Set wellbeing, climate neutrality & nature restoration as primary objectives for our economies
- ❷ Use 'Beyond GDP' indicators as measurements of progress
- ❸ Adopt a 'Think Sustainability First' principle to set sustainable development as primary objective for ALL policy-making
- ❹ Increase political accountability & public participation

“... an economy designed to serve people and the planet, not the other way around. Rather than treating economic growth as an end in and of itself and pursuing it at all costs, a Wellbeing Economy puts our human and planetary needs at the centre of its activities, ensuring that these needs are all equally met, by default”



# Public Benefit Companies



# Key Messages

- CDoH now widely used concept in public health in UK, Australia, USA
- accumulating research provides critical evidence of specific product areas/ industries related to market/non-market strategies and structures/processes
- need to bring together evidence to identify common playbooks and overlapping shared interests
- opportunities for policy learning across issue areas, and even coordinated strategies, to address CDoH strategies and structures
- expertise in business studies, political economy and public policy could be better tapped by public health community to provide fuller understanding of the CDoH
- research, policy and advocacy are distinct roles but are allies for protecting and promoting public interests
- potential to engage with commercial actors to find win-wins that address declining public trust by advancing business with social purpose



# Thank you

[kelly\\_lee@sfu.ca](mailto:kelly_lee@sfu.ca)

