

COMMERCIAL DETERMINANTS OF HEALTH

Private sector strategies to promote products and choices that, in many cases, are harmful to health

They affect everyone, but **younger populations** may be **more vulnerable** to their effects.

They can **worsen pre-existing inequalities** at the economic, social, labor, gender levels, etc.

Low- and middle-income countries bear **greater pressure**.

Globally

4 industrial sectors:

Tobacco

Ultra-processed foods

Fossil fuels

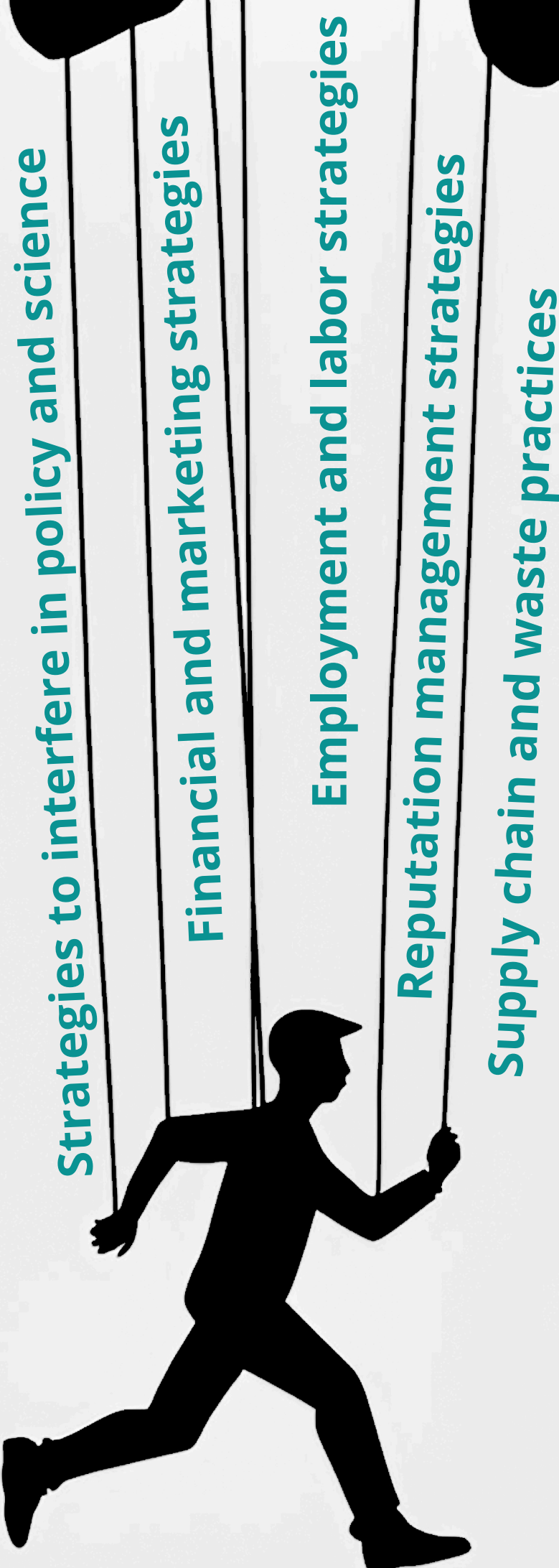
Alcohol

account for:

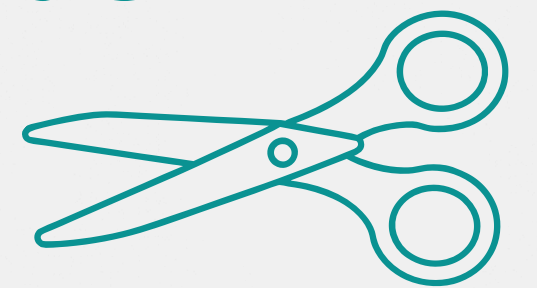
19 million deaths annually

34% of total

41% of deaths from non-communicable diseases



What can we do?



Fiscal Policies

Regulate advertising

Address structural factors

Prioritize social and health objectives over profits

Civil society participation

Demand transparency and accountability

Government regulation

Strengthen interest in knowledge

Promote health and well-being from the private sector

Improve corporate governance