

# Setting the Scene: Barriers and Facilitators of Healthy Nutrition Policy

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University of Liverpool

# Thanks

- Prof Simon Capewell
- NCD Prevention and Food Policy Group, Dept. of Public Health, University of Liverpool

# This Talk

- Do we have **Nutrition Policies**?
- A few **Ss**, **3As** and some **Ts**
  - **SUPPORT**
  - **3As**
  - **SLEAZE**
  - **Treaties** to improve our lives?
- The **BIG WIN** or **The BIG LOSS**
  - What is the reward for getting this right?

90s

2000s

2010s

Nutrition Labels /Claims

Finland salt warning label

EU Labelling

Australia/New Zealand health claims standards

Food Marketing

South Korea Food advertising for kids

Taxes & Subsidies

French Polynesia tax on sugar products

NYC Health Bucks programm (subsidies)

Hungary Public Health Tax

Mexico SSB tax

Public Institutions

NYC Food Standards

Slovenia's school Nutrition Law

Food Suply

Ghana Fat content standards

Denmark TF law

UK Voluntary slat reduction Targets

Argentina/South Africa Salt Law

Supply Chain

Singapore Healthier Choice availability

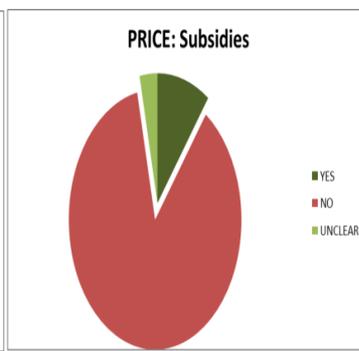
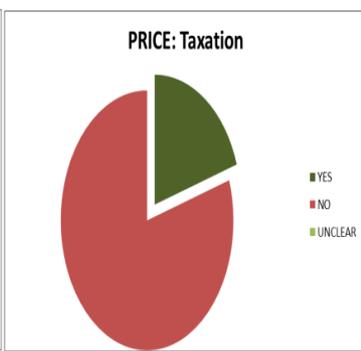
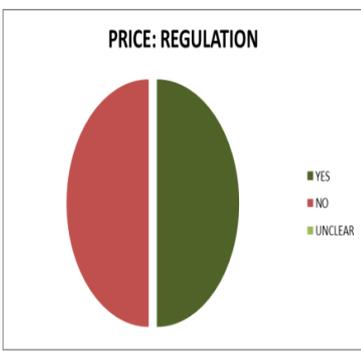
Public Awareness

France Manger Bouger

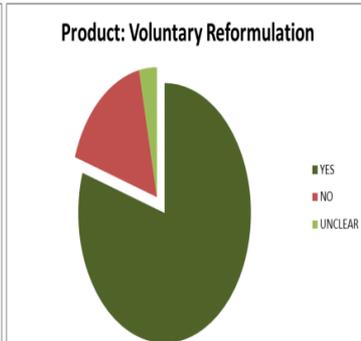
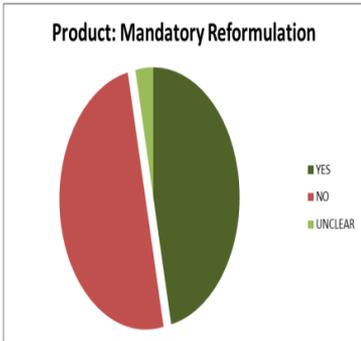
Western Australia Go For 2x5 F&V

# Smorgasbord or symphony?

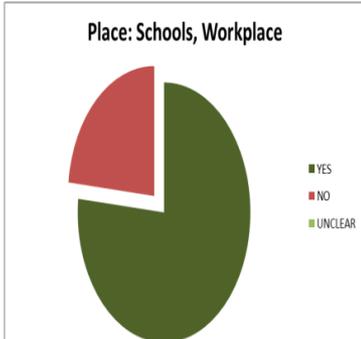
PRICE



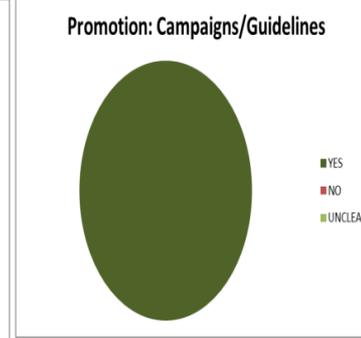
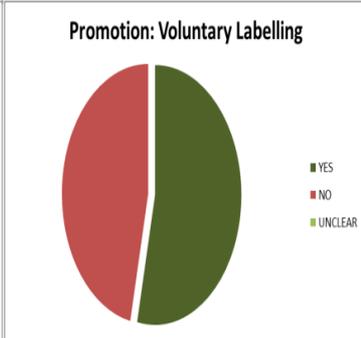
PRODUCT



PLACE

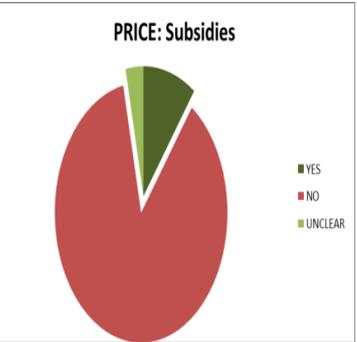
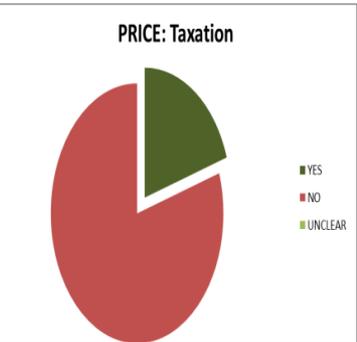
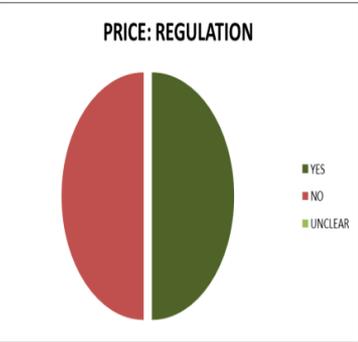


PROMOTION

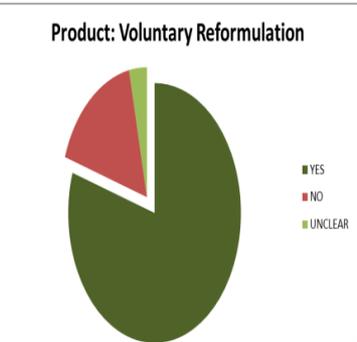
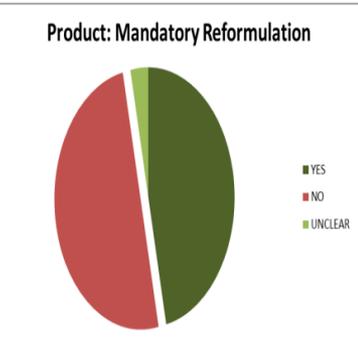


# Smorgasbord or symphony?

PRICE

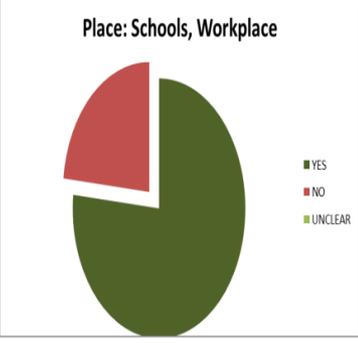


PRODUCT



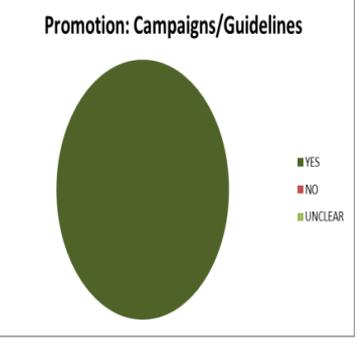
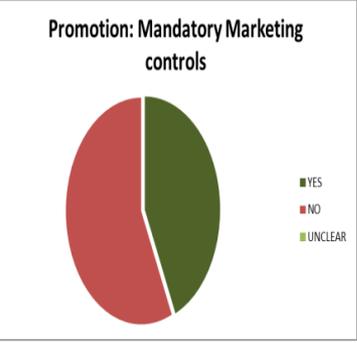
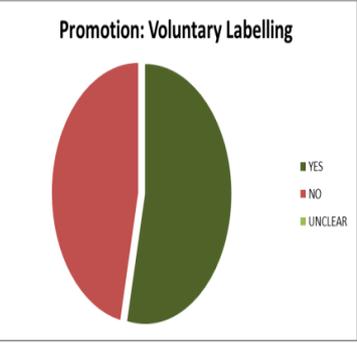
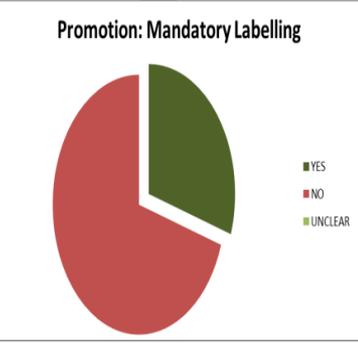
- UNDERUSE OF STRONG STRUCTURAL MANDATORY OPTIONS

PLACE



- TOO MUCH RELIANCE ON VOLUNTARY APPROACHES?

PROMOTION



# Past history of public health triumphs

## - *Lessons for today??*

- Safe drinking water
  - Sanitation
  - Slavery abolition
  - Immunisation
  - Road safety
  - Seat belts
  - Air pollution control
  - Tobacco advertising bans
  - Smokefree legislation
- etc etc

# *SUPPORT: Implementation path for effective public health interventions*

eg. clean water, sanitation, pollution, immunisation, seatbelts, smokefree etc

• S  
• U  
• P  
• P  
• O  
• R  
• T

# *SUPPORT: Implementation path for effective public health interventions*

eg. clean water, sanitation, pollution, immunisation, seatbelts, smokefree etc

- **SCIENTIFIC** evidence emerges
- **UNDERSTANDING** spreads
- **PROFESSIONALS** accept paradigm
- **PUBLIC & POLITICIANS** become aware, then supportive
- **OPPOSITION** from vested interests is slowly Overcome
- **REGULATION** is introduced, often strengthened by
- **TAXATION** to reinforce regulations (eg Tobacco & alcohol control)

# Is Sugar the New Tobacco?

## Generic lessons

Tobacco control successes:

**“3 As”**



# Is Sugar the New Tobacco?

## Generic lessons

Tobacco control successes:

**“3 As”**

**Affordability**

**Acceptability**

**Availability**



# Tobacco Control

*3As": Reduce*

**Affordability**

*↑ Tax, ↑ Price, Stop smuggling*

**Acceptability**

*Advertising bans, SmokeFree Laws*

**Availability**

*Licensing retailers, Age checks*



# Calorie Control

*3As": Reduce*

*Affordability*

*↑ Tax, ↑ Price, Subsidise healthy options*

*Acceptability*

*Advertising bans, JunkFree Schools*

*Availability*

*Licensing retailers, Tax breaks/subsidies for healthy options*





# Margaret Chan

## WHO

“It is not just **Big Tobacco** anymore.  
Public health must also contend with **Big Food, Big Soda, & Big Alcohol.**  
**All of these industries fear regulation,**  
and protect themselves by **using the same tactics.**  
Research has documented these tactics well. They include **front groups,**  
**lobbies, promises of self-regulation, lawsuits, and industry-funded**  
**research that confuses the evidence and keeps the public in doubt.”**

June 2013~

[http://www.who.int/dg/speeches/2013/health\\_promotion\\_20130610/en/](http://www.who.int/dg/speeches/2013/health_promotion_20130610/en/)

# Tobacco, alcohol & food companies typically deny scientific evidence of harm by using SLEAZE tactics:

## sleaze

/sli:z/ 

*noun* **BRITISH**

1. immoral, sordid, and corrupt behaviour or activities.  
"political campaigns that are long on sleaze and short on substance"

*verb informal*

1. behave in an immoral, corrupt, or sordid way.  
"you're the last person who has to sleaze around bars"

# Tobacco, alcohol & food companies typically deny scientific evidence of harm by using SLEAZE tactics:

- **S** Scientific conspiracies
- **L** Logical flaws
- **E** Evidence selected
- **A** Absolute perfection demanded
- **Z** Zany arguments & distractions
- **E** Experts bought by industry

# FOOD POLITICS

by Marion Nestle

S  
L

**E**vidence Manipulated

A  
Z  
E

SEP  
14  
2015

Five more industry-funded studies with expected results. The score: 55:3

Here's the latest collection of 5 studies funded by food companies or trade associations, all with results that favor the sponsor's interests. I've just reviewed them and found a couple of duplicates, so this is a corrected score. The correct score is 55 industry-funded studies with positive results vs. 3 with results unfavorable to industry—since mid-March.

I'm particularly interested in the unfavorable category. If you run across any, please send.

[Jejunal Casein Feeding Is Followed by More Rapid Protein Digestion and Amino Acid Absorption When Compared with Gastric Feeding in Healthy](#)

[Young Men](#). Joanna Luttikhoud, Klaske van Norren, Nikki Buijs, Marjolein Ankersmit, Annemieke C Heijboer, Jeannette Gootjes, Herman Rijna, Paul AM van Leeuwen, and Luc JC van Loon. *J. Nutr.* 2015; 145:2033–2038 doi:10.3945/jn.115.211615.

S  
L  
E  
A  
Zany arguments  
E



A lot of choice of the same stuff....



ASK WELL  
Preventing Cramps During Exercise



WELL  
Women With Essure Contraceptive Implant Needed More Surgeries...



Jeb Bush Offers Health Plan That Would Undo Affordable Care Act

S  
L  
E  
A  
Z  
E

Experts Bought



FITNESS

## Coca-Cola Funds Scientists Who Shift Blame for Obesity Away From Bad Diets

By ANAHAD O'CONNOR AUGUST 9, 2015 5:25 PM 1249 Comments



An image from a video by the Coca-Cola Foundation. In November 2012, the foundation announced a \$3 million grant to Chicago's Garfield Park Conservatory Alliance. The grant was intended to establish a wellness program.

Email

Coca-Cola, the world's largest producer of sugary beverages, is backing a new "science-based" solution to the obesity crisis: To

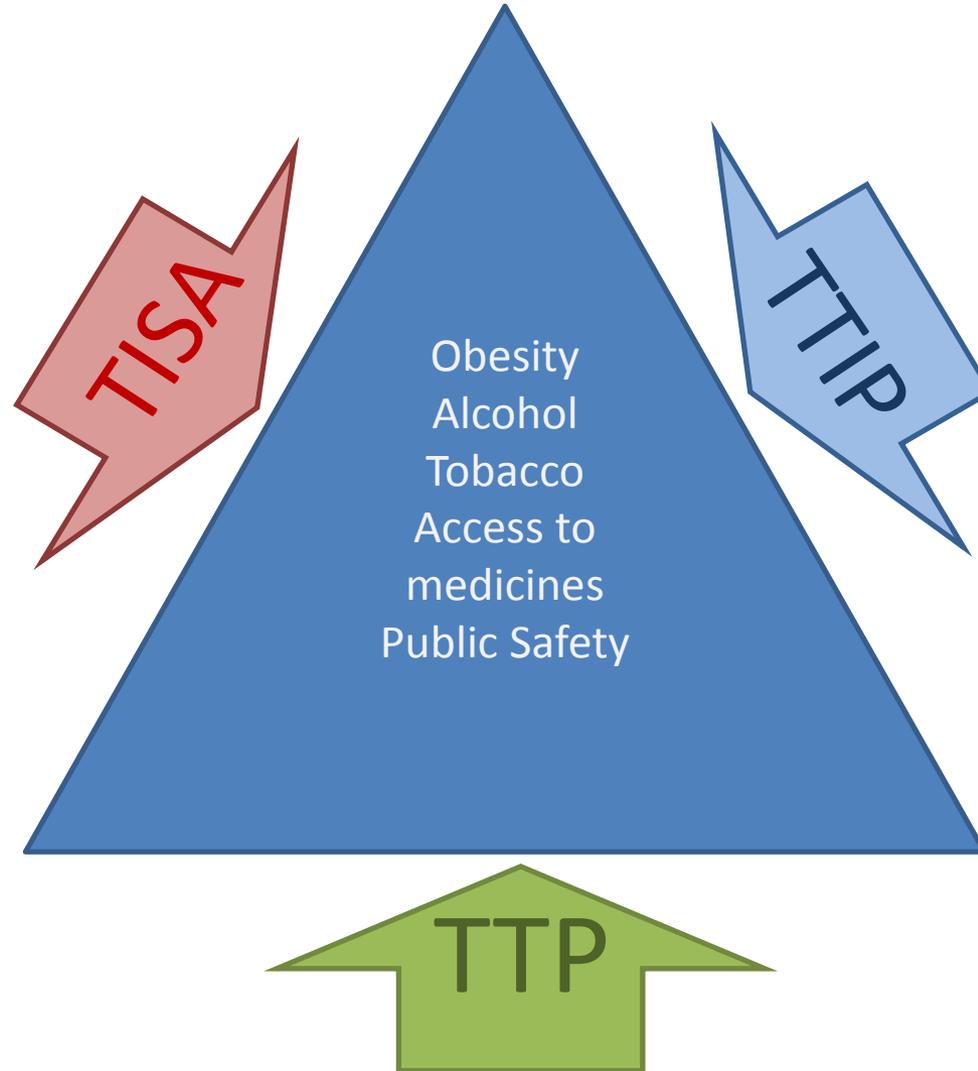
# Profit & Pandemics

Moodie et al Lancet 2013, 381:670



**Alcohol & ultra-processed food & drink industries** use similar strategies to tobacco industry to **undermine effective public health policies & programmes**

# TRADE WAR ON PUBLIC HEALTH



Agri-business and food

Cross-sector business groups

Telecom and IT

Auto-mobiles

Engineering and Machinery

Chemicals

Finance

Health

Audiovisual and Media

Pharma

**TIP** FACTS & FIGURES

# Who lobbies the most?



Agri-  
business  
and food

Cross-  
sector  
business  
groups



# Who lobbies

**TIP** FACTS  
& FIGURES

We assess the effectiveness of self-regulation, public-private partnerships, and public regulation models of interaction with these industries and conclude that **unhealthy commodity industries should have no role in the formation of national or international NCD policy.**

**Public regulation and market intervention are the only evidence-based mechanisms to prevent harm caused by the unhealthy commodity industries**

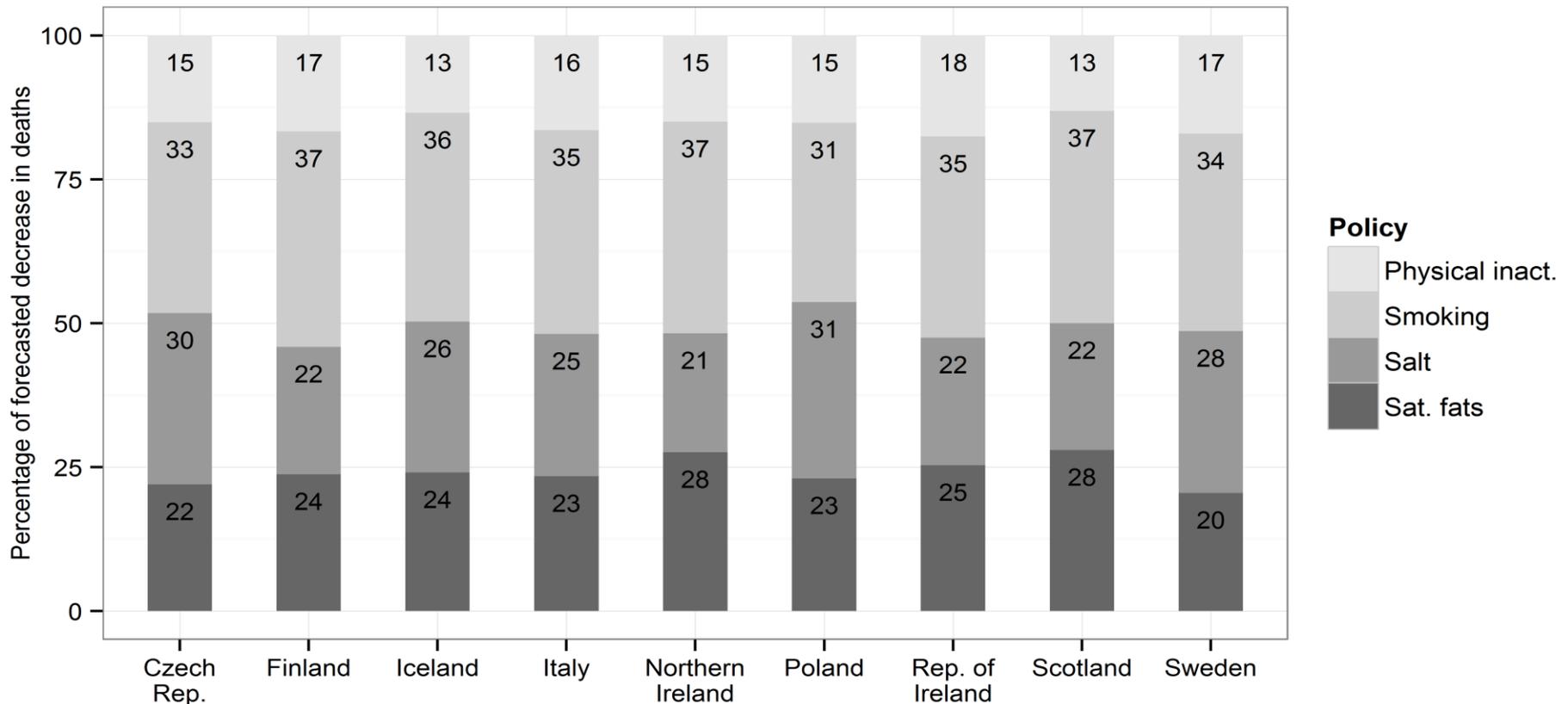
Moodie et al Lancet 2013 "Profits & Pandemics"

**BIG WIN OR BIG LOSS?**

# BIG WIN OR BIG LOSS?

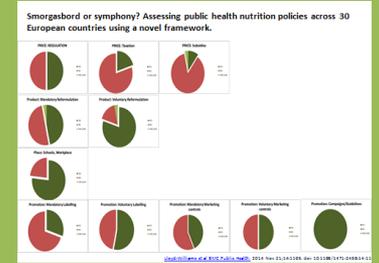
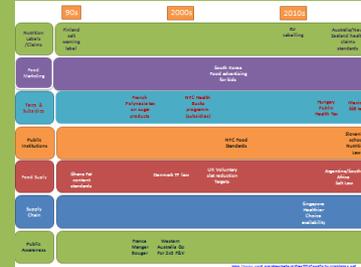
11,000 fewer CHD deaths in 9 EU countries by 2020

30% mortality reduction



# Conclusions

We need a food policy symphony



We did this before:

- SUPPORT,
- Tobacco's As & Food Policy

SUPPORT

Is Sugar the New Tobacco?  
**Generic lessons**  
 Tobacco control successes:  
 "3 As"

Beware of SLEAZE tactics:  
 Our winnings or losses are  
 counted in lives



BIG WIN OR BIG LOSS?

# Thank You

Email: [moflaher@liv.ac.uk](mailto:moflaher@liv.ac.uk)



@moflaher

<https://www.liv.ac.uk/psychology-health-and-society/research/ncd-prevention-and-food-policy/>

# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

VISION  
STRATEGY  
ACTION

**FROME,**  
*January the 24th, 1825.*

---

We, whose names are hereunder signed, request a Meeting of such Inhabitants of this Town and Neighbourhood as are Friendly to the Mitigation and gradual

***Abolition***  
OF  
**SLAVERY**  
THROUGHOUT THE  
**BRITISH DOMINIONS,**

To be holden on Thursday, the 3rd day of february next, at eleven o'clock, at the George Inn, in Frome.

J. A. WICKHAM, SAMUEL SAUNDERS, J. W. LITTLE, JOHN SHEPPARD, CHARLES SMITH, JOHN KINGDON, T. H. SHEPPARD,	GEORGE KINGDON, THOMAS BUNN, W. H. MURCH, T. W. SQUANCE, FRANCIS ALLEN, JAMES H. BYRON, JOHN OLIVE.
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CROCKERS, PRINTERS, FROME.

# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

## VISION

- What seems impossible can be done - & rapidly
- The course of the movement is **unlikely to be smooth**  
(*two steps forward, one step back...*)
- Leaders & followers need **deep belief** in the cause
- Successful movements have **different sorts of leaders** with different skills,  
but they must work together
- A **champion** can be very useful

(<sub>An</sub> important person, perhaps a politician needing an issue for their own advancement)

# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

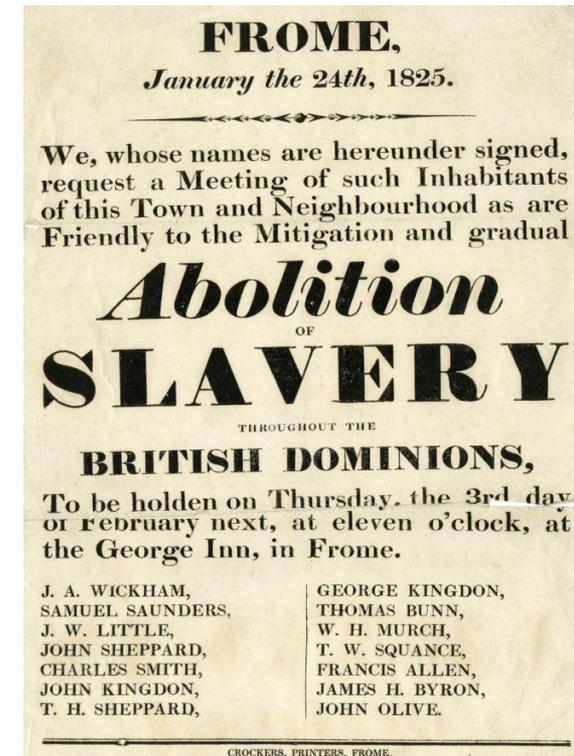
VISION

STRATEGY

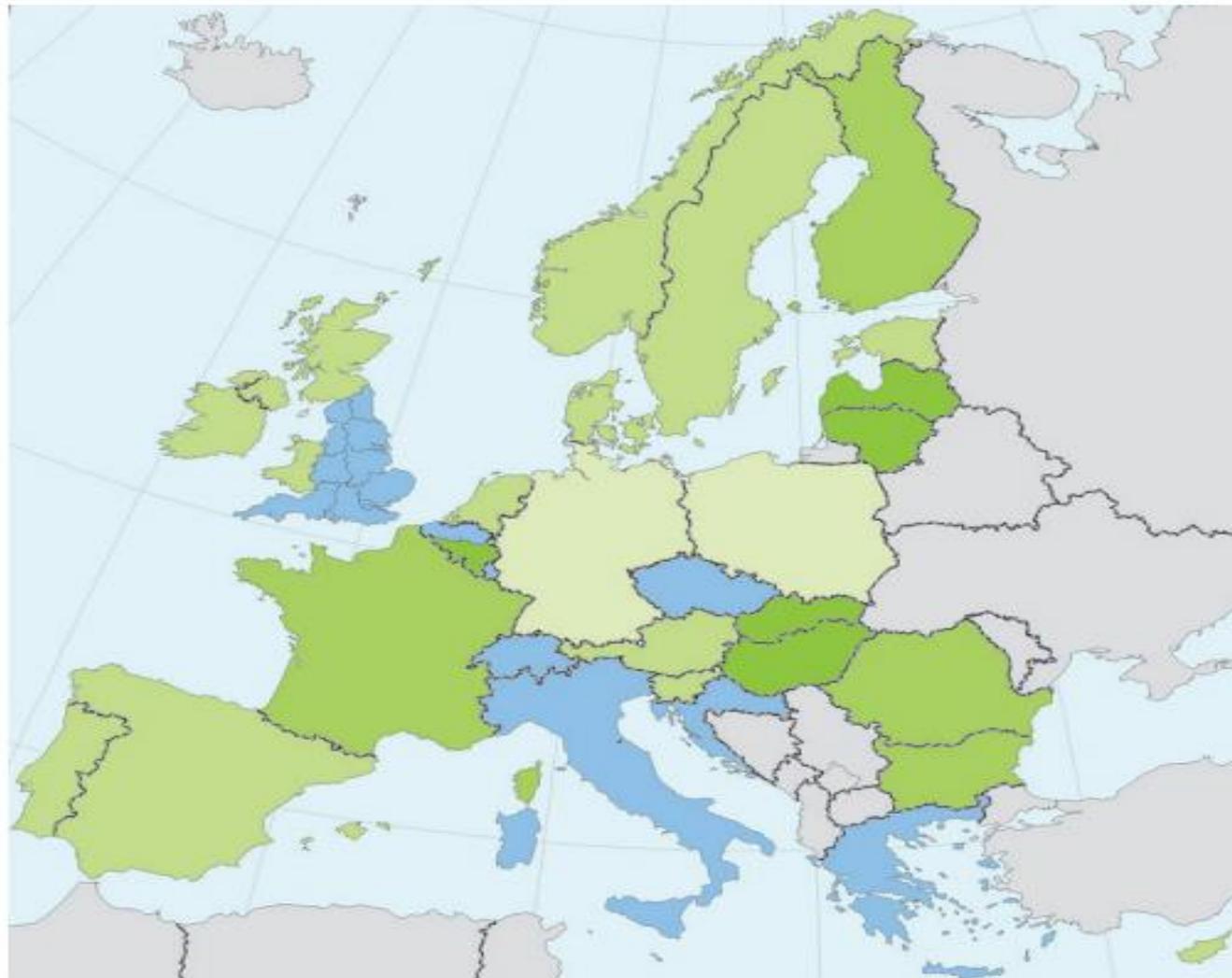
ACTION

"GOOD COPS" & "BAD COPS"  
VISIONARIES & REALISTS

are all ESSENTIAL



# Food Marketing Restrictions in Schools across Europe

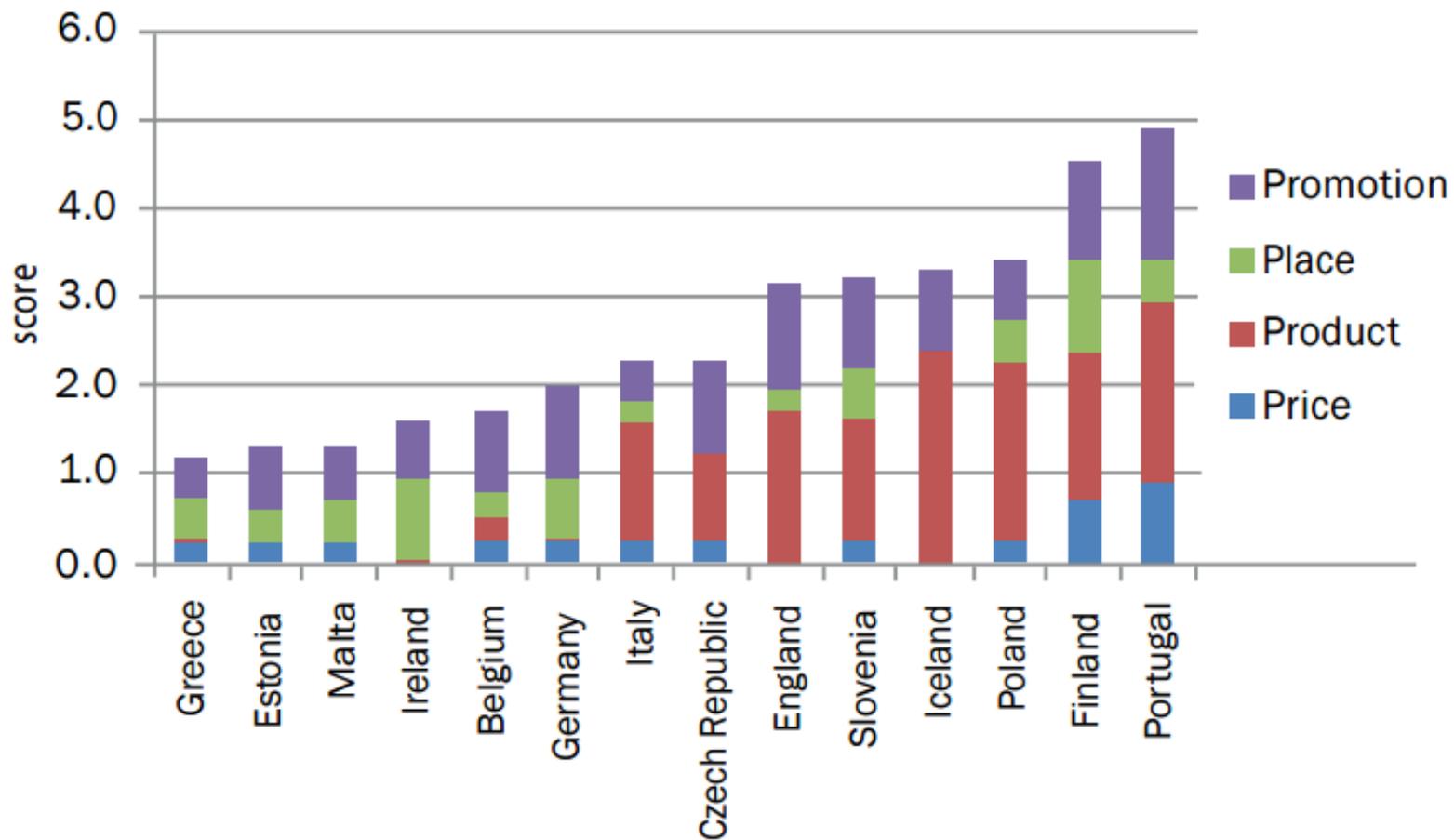




# Tobacco, alcohol & food companies typically deny scientific evidence of harm by using SLEAZE tactics:

- S Scientific conspiracies are alleged (rather than admitting this is a solid scientific consensus);
- L Logical flaws in their arguments (but which may initially sound plausible);
- E Evidence severely selected to suit their case, (all conflicting facts ignored);
- A Absolute perfection demanded of the public health advocates, (eg "why no RCT for passive smoking and cancer?");
- Z Zany arguments. Distractions, to take attention away from the main issue, (& use scarce public health resources to refute);
- E Experts bought by the rich industries, to undermine good science, or publish conveniently contradictory findings. (see Google)

Figure M2: Policy scores for the participating countries



# Who lobbied hardest for TTIP?

CORPORATE LOBBY GROUPS WITH THE MOST CONTACT WITH THE EUROPEAN COMMISSION'S TRADE DEPARTMENT IN THE EARLY PHASES OF TTIP NEGOTIATIONS



## PHRI Research Rounds

*Science or showbiz? Using the media to support your public health interventions*

# **This talk**

**S**

**S**

**S**

**S**

**Sunny uplands?**

# This talk

Science

Strategy

Showtime

Sinister shadows....

Sunny uplands?

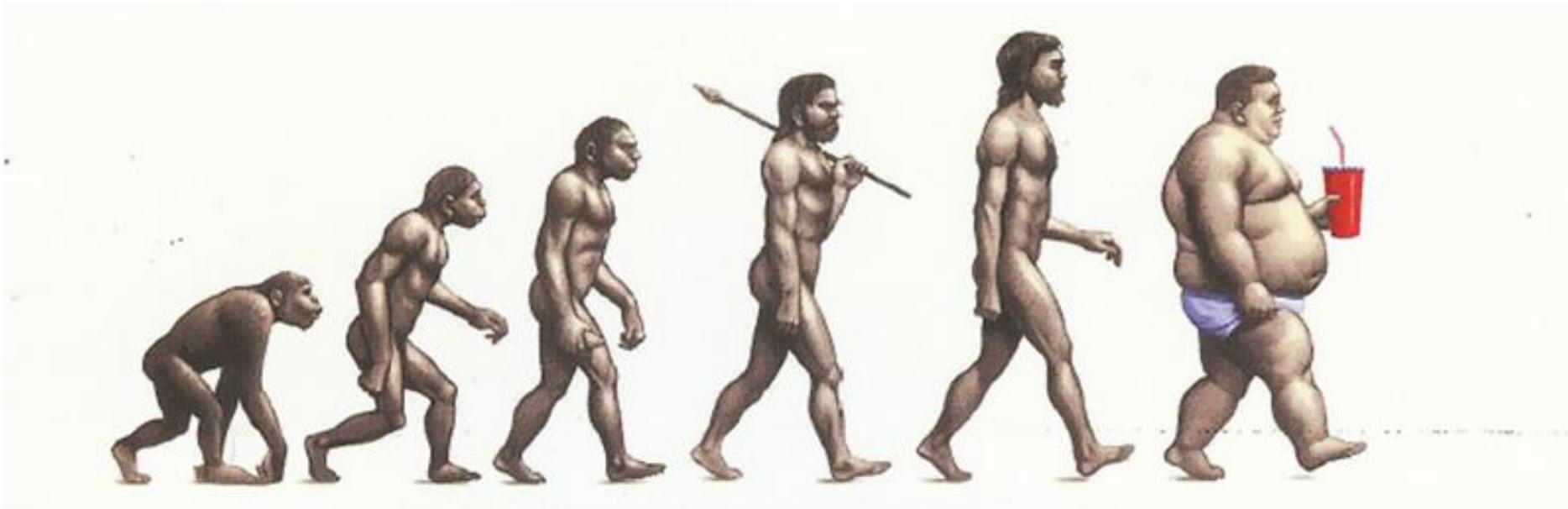


*Science or showbiz? Using the media to support your public health interventions*

# Science

***SUGAR*** →

**Obesity**



# Science

***SUGAR*** →

**Obesity**

**Diabetes**

**Common Cancers**

**Coronary Heart Disease**

**Non Communicable Disease (NCDs)**





**McDonald's**  
**i'm lovin' it**



# *Obesity Epidemic*



**McDonald's**  
**i'm lovin' it**



# The obesogenic environment

↑↑ *Portion sizes over time*

1954  
Burger King



2.8 oz  
202 calories



4.3 oz  
310 calories

1900  
Hershey's



2 oz  
297 calories



7 oz  
1,000 calories

1916  
Coca-Cola



6.5 fluid oz  
79 calories



16 fluid oz  
194 calories

1955  
McDonald's



2.4 oz  
210 calories



7 oz  
610 calories

1950s  
Movie popcorn



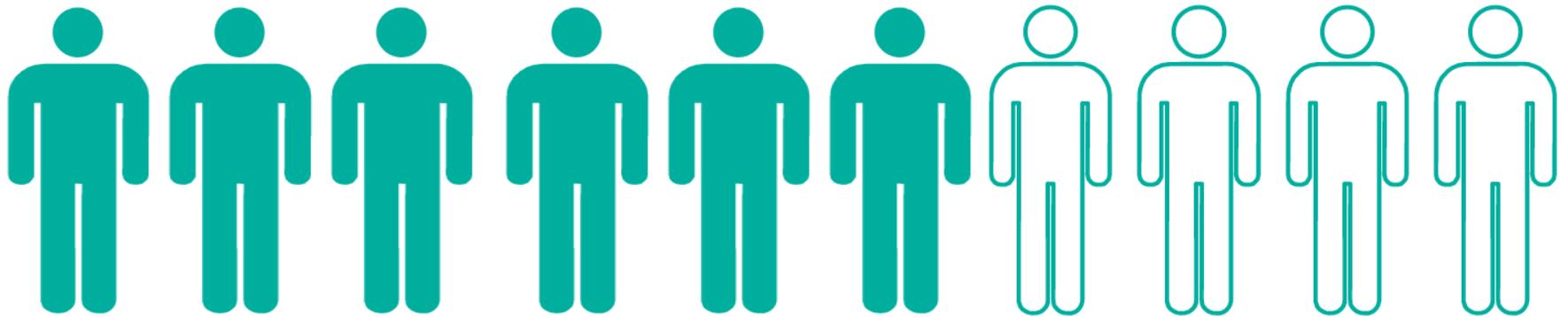
3 cups  
174 calories



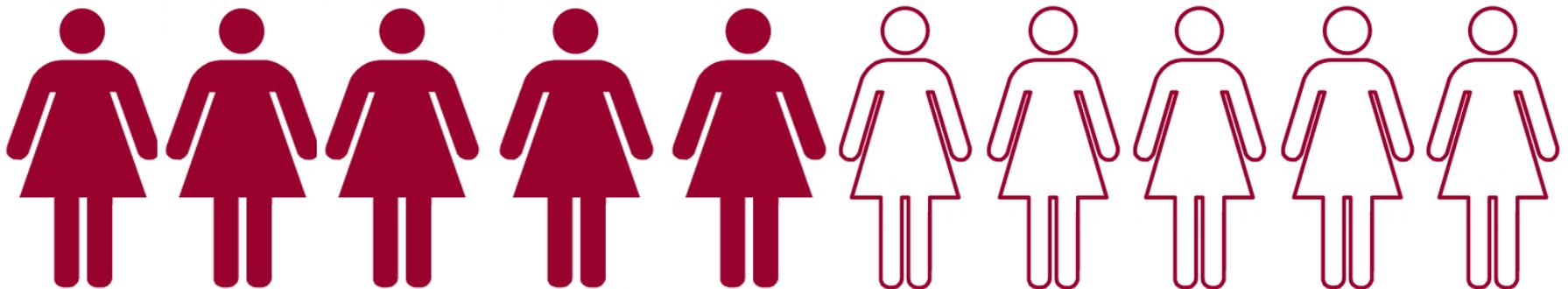
21 cups (buttered)  
1,700 calories

# ↑↑ **Overweight and obesity in UK adults**

**More than 6 out of 10 men are overweight or obese (66%)**



**And 6 out of 10 women are overweight or obese (60%)**



Adult (aged 16+) overweight and obesity: BMI  $\geq$  25kg/m<sup>2</sup>

**1950s  
hourglass**

■ **Waist:  
28ins**



**TODAY**

■ **Waist:  
34ins**



**PUGH**



*'I'm just as baffled as you are'*

# Is Sugar the New Tobacco?

## Sugar Strategy



# Is Sugar the New Tobacco?

## Sugar Control ~ brief history

Early days, then recent acceleration

**Yudkin : *Pure, White And Deadly: How sugar is killing us and what we can do to stop it* (1972, recently republished)**

**Lustig "*Sugar: The Bitter Truth*" (YouTube 2009)**

**Sugar Tax proposals:**

***UK Health Forum (2012), Sustain, AoMRC (2013)***

***UK Chief Medical Officer (CMO) Sally Davies (April 2014)***

**Guardian & Telegraph sugar articles (2013)**

**Credit Suisse Report: *Sugar at the Crossroads***

***BMJ: health warning labels for sugary drinks? (28 May 2014)***

# Margaret Chan *World Health Organisation*





**Action on Sugar**



# Action on Sugar

## Setting up the launch

**Pre-launch (late 2013)**

**Professional network**

**Website** [www.actiononsugar.org](http://www.actiononsugar.org)

**Press release**

**Preparation for interviews**

# Action on Sugar

## Press release: key points

- **'Action On Sugar'** launched by leading experts uniting in call to tackle & reverse the obesity & diabetes epidemic.
- Initially targeting huge & unnecessary amounts of sugar currently being added to our food & soft drinks.



**Action on Sugar**

**8 January 2014**

# Action on Sugar

## Press release: key points

- **'Action On Sugar'** launched by leading experts uniting in call to tackle & reverse the obesity & diabetes epidemic.
- Initially targeting huge & unnecessary amounts of sugar currently being added to our food & soft drinks.

**eg Cola has staggering 9 tea spoons of added sugar**

**Large amounts of sugars hidden in everyday foods: *yoghurts, ketchup, ready meals & bread, vitamin waters, sports drinks***

- **Children particularly vulnerable**

**8 January 2014**

THREE HUNDRED BILLS

# Daily Mail

PRICE 45p

Mayhem at High

Thursday 9<sup>th</sup> January 2014



# SUGAR IS 'THE NEW TOBACCO'

Health chiefs tell food giants to slash levels by a third

# Action on Sugar

**Press release: quotes from 6 members:**

**Bottom of list:**

**Professor of Clinical Epidemiology at the University of Liverpool, UK, Simon Capewell says:**

***“Sugar is the new tobacco”***



**Action on Sugar**

# Action on Sugar

## Press release: quotes from members:

Professor of Clinical Epidemiology at the University of Liverpool, UK, [Simon Capewell](#) says:

*“Sugar is the new tobacco. Everywhere, sugary drinks and junk foods are now pressed on unsuspecting parents and children by a cynical industry focussed on profit not health.”*

**Showtime: January 9th!**

**Press coverage excellent**

**Page 1 in Daily Mail, *and* Mail on line**



# Is Sugar the New Tobacco?

## Showtime!

**Press coverage excellent**

**Page 1 in Daily Mail and Mail on line**

**Paper reviews~BBC website & Radio 4**

*(Paper coverage convinces John Humphries)*

**“Perfect” interviews on**

**Today Programme, Sky News, ITN etc**

**Supportive Public comments on BBC & Mail websites**

# Is Sugar the New Tobacco?

## Showtime!

**Press coverage excellent**

**Page 1 in Daily Mail**

**Paper reviews~BBC website & Radio 4**

*(Paper coverage persuades John Humphries)*

**“Perfect” interviews on**

**Today Programme, Sky News, ITN etc**

**Supportive Public comments on BBC & Mail websites**

**BUT coverage fading away by midday  
then...**

# The Empire Strikes Back!



# The Empire Strikes Back!

UK government minister Andrew Lansley



# Is Sugar the New Tobacco?

## **The Empire Strikes back!**

**Parliament: Keith Vaz Early Day Motion**

**Lansley attempts to contemptuously dismiss**

**“analogy between sugar and tobacco was not appropriate....”**

# Is Sugar the New Tobacco?

## The Empire Strikes back!

**Parliament: Keith Vaz Early Day Motion**

**Lansley attempts to contemptuously dismiss**

**“analogy between sugar and tobacco was not appropriate....”**

**but this generated CONTROVERSY...**

*“Lansley backs food sector on sugar”*

**↑↑media interest...**

**UK Coverage → international coverage!**

**→ 2'media: Teen, TV, Womens journals etc**

**then...**

# Is Sugar the New Tobacco?

## Rapid Impacts

**Lidl ban confectionary at checkouts**

**UK government “Obesity Czar” suggested cutting fruit juice from “5 a Day” quota**

**Offers of help from public & professionals**

# Is Sugar the New Tobacco?

## Subsequent Impacts

**Grudging praise from PR & Food press**

**Investment media: FT -thoughtful reactions**

**Action on Sugar (AoS) consolidates**

**AoS Obtains meeting with Jeremy Hunt**

# Is Sugar the New Tobacco?

## Subsequent Impacts

Grudging praise from PR & Food press

Investment media: FT -thoughtful reactions

Action on Sugar (AoS) consolidates

AoS Obtains meeting with Jeremy Hunt

**“Sugar watchdog works for Coca-Cola & Mars”**

19 Jan 2014, Sunday Times, UK

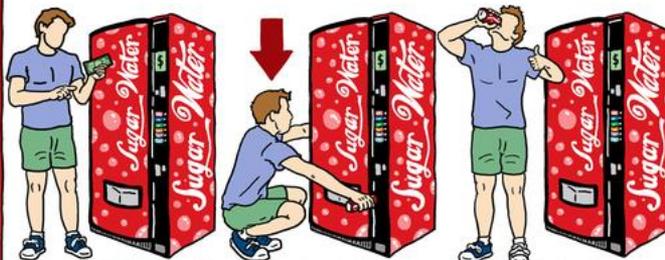
***“The sugar tsars 'in bed' with confectionery giants:  
Five of eight members of committee tasked with battling  
obesity epidemic have 'worryingly close' ties”*** (MailOnline)

STOP COUNTING CALORIES AND START RAISING YOUR BLOOD SUGAR WITH ...

# The Sugar Water Workout

CONSUMPTION OF ADDED SUGARS MAY CAUSE: OBESITY, INSULIN RESISTANCE, TYPE 2 DIABETES, CAVITIES AND ELEVATED CORPORATE PROFITS.

## VENDING MACHINE SQUATS



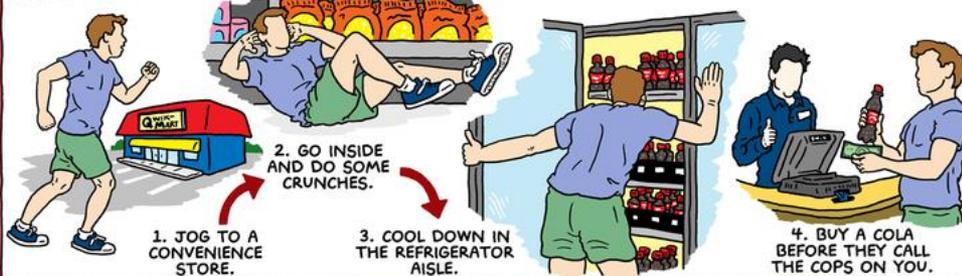
1. BUY A SUGARY SODA.
2. RETRIEVE IT.
3. DRINK IT.

## CINEMA STAIR SPRINTS



1. BUY A SODA AT THE CINEMA'S CONCESSION STAND.
2. RUN UP THE STAIRS TO YOUR SEAT.
3. DRINK THE SODA. (REPEAT UNTIL YOUR MOVIE IS OVER.)

## COLA CARDIO



1. JOG TO A CONVENIENCE STORE.
2. GO INSIDE AND DO SOME CRUNCHES.
3. COOL DOWN IN THE REFRIGERATOR AISLE.
4. BUY A COLA BEFORE THEY CALL THE COPS ON YOU.

## SODA PSEUDOSCIENCE



1. STUFF MONEY INTO A BAG.
2. HAND THE BAG OFF TO SCIENTISTS.

© 2014

# 4. Opposition from powerful vested interests

- *Inevitable?? Surmountable??*





**Profits & Pandemics: prevention of  
harmful effects of tobacco, alcohol, &  
ultra-processed food & drink industries**

**Rob Moodie, David Stuckler, Carlos Monteiro,  
Nick Sheron, Bruce Neal, Thaksaphon Thamarangsi,  
Paul Lincoln, Sally Casswell,**

*on behalf of*

**The Lancet NCD Action Group**



Lancet February 2013

## Non-Communicable Diseases 4

**Profits & Pandemics: prevention of harmful effects of tobacco, alcohol, & ultra-processed food & drink industries**

### **Transnational corporations**

- major drivers of non-communicable disease (NCD) epidemics
- profit from ↑ consumption of tobacco, alcohol, processed food & drink

### **Alcohol & ultra-processed food & drink industries**

- use similar strategies to tobacco industry  
to **undermine** effective public health policies & programmes



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



Lancet February 2013

## Non-Communicable Diseases 4

**Profit\$ & Pandemic\$: prevention of harmful effects of tobacco, alcohol, & ultra-processed food & drink industries\$**

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to undermine effective public health policies & programmes

### Unhealthy commodity industries deserve NO role in NCD prevention policies

- Current fashion for industry self-regulation & public-private partnerships is foolish, not effective & does NOT improve public health

The only **evidence-based mechanisms**  
to prevent harm caused by unhealthy commodity industries  
are **public regulation & market intervention**

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



*How the growth of **denialism**  
undermines public health*

**McKee & Diethelm**

BMJ 2010; 341:c6950

Tobacco, alcohol & food companies typically **deny** scientific evidence of harm by using **SLEAZE** tactics:

- **S Scientific conspiracies**
- **L Logical flaws**
- **E Evidence selected**
- **A Absolute perfection demanded**
- **Z Zany arguments & distractions**
- **E Experts bought by industry**

**“It is not sufficient to pull drowning individuals out of the water, you need to go upstream, and challenge the people pushing them in”**

*Desmond Tutu*

# 5. Past history of public health successes

## - *Lessons for today?*

- Safe drinking water
  - Sanitation
  - Slavery abolition
  - Immunisation
  - Road safety
  - Seat belts
  - Air pollution control
  - Tobacco advertising bans
  - Smokefree legislation
- etc etc

***"The Slave Ship" Slavers throwing  
overboard the Dead and Dying -  
Typhoon coming on***

**JMW Turner, 1840; Museum of Fine Arts, Boston Oil on canvas, 90.8 x 122.6 cm**



# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

VISION

STRATEGY

ACTION

**FROME,**

*January the 24th, 1825.*

We, whose names are hereunder signed, request a Meeting of such Inhabitants of this Town and Neighbourhood as are Friendly to the Mitigation and gradual

*Abolition*  
OF  
**SLAVERY**

THROUGHOUT THE

**BRITISH DOMINIONS,**

To be holden on Thursday, the 3<sup>rd</sup> day of february next, at eleven o'clock, at the George Inn, in Frome.

J. A. WICKHAM,  
SAMUEL SAUNDERS,  
J. W. LITTLE,  
JOHN SHEPPARD,  
CHARLES SMITH,  
JOHN KINGDON,  
T. H. SHEPPARD,

GEORGE KINGDON,  
THOMAS BUNN,  
W. H. MURCH,  
T. W. SQUANCE,  
FRANCIS ALLEN,  
JAMES H. BYRON,  
JOHN OLIVE.

# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

VISION

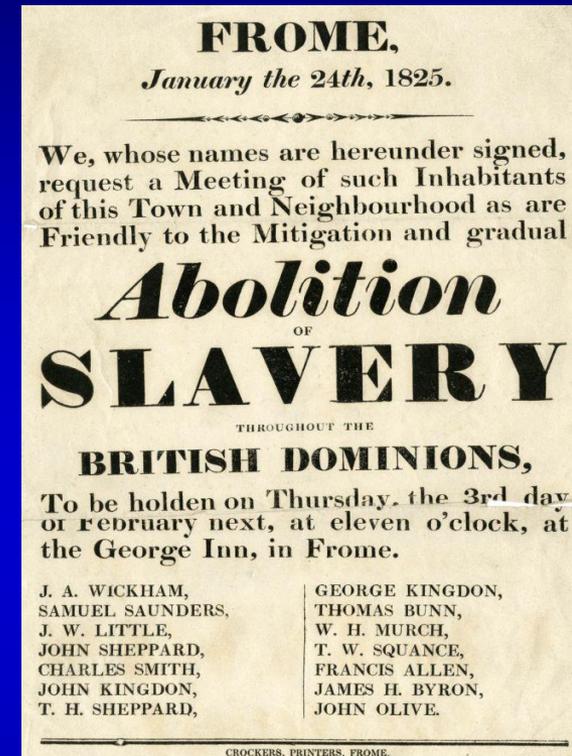
STRATEGY

ACTION

"GOOD COPS" & "BAD COPS"

VISIONARIES & REALISTS

are all **ESSENTIAL**



# ***SUPPORT: Implementation path for effective public health interventions***

eg. clean water, sanitation, pollution, slavery, immunisation, seatbelts, smokefree etc

- **S**CIENTIFIC evidence emerges
- **U**NDERSTANDING spreads
- **P**ROFESSIONALS accept paradigm
- **P**UBLIC & POLITICIANS become aware, then supportive
- **O**PPPOSITION from vested interests is slowly Overcome
- **R**EGULATION is introduced, often strengthened by
- **T**AXATION to reinforce regulations (eg Tobacco & alcohol control)

# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

## VISION

- What seems impossible can be done - & rapidly
- **Progress is unlikely to be smooth**  
*(two steps forward, one step back...)*
- Leaders & followers need **deep belief** in the cause
- Successful movements have **different sorts of leaders with different skills,**  
**but they must work together**
- **A champion can be very useful**  
(An important person, perhaps a politician needing an issue for their own advancement)

# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

## STRATEGY

- Pick an achievable aim, & be business-like
- Must connect the issues with peoples' everyday lives
- Need shrewd tactics
- Need continuous actions on many fronts
- Boycotts can be powerful
- Success is unlikely to be complete

# Learning from the slavery abolitionists

R Smith BMJ 2012 345 e8301 A Hochschild 2005. *Bury the chains: the British struggle to end slavery*

## ACTION

- **Performance using stories & props** is crucial (TV & social media)
- **Clear Evidence ++**  
strong, substantial, self-evident, high quality, high impact, multifaceted,
- **Cases that shock & capture the public's attention** crucial  
*(even if dismissed by authorities or vested interests)*
- **Powerful first hand accounts** are invaluable
- **Iconic pictures** can be stunningly effective

**TABLE 1. MAPPING OF EXISTING AND PLANNED ACTION BY POLICY ACTION WITHIN ALL 14 COUNTRIES PROFILED**

Country	Legislation/Regulation	Taxation	Subsidies <sup>a</sup>	Reformulation (V/M)*	Labelling (V/M)*	Guidelines <sup>b</sup>	Advertising Controls to children (V/M)*	Campaigns
Belgium	✓ <sup>1</sup>	X	X	V/M	V	✓	M	✓
Czech Republic	X <sup>2</sup>	X	X	V	V	✓	V	✓
England	✓ <sup>16</sup>	X	X	V	M <sup>17</sup>	✓	M	✓
Estonia	✓ <sup>3</sup>	X	X	V	V	X	V <sup>4</sup>	✓
Finland	✓ <sup>5</sup>	✓ <sup>6</sup>	X	✓ V	V	✓	V	✓
Germany	X	X	X	X?	V <sup>1</sup>	✓	V	✓
Greece	✓ <sup>7</sup>	X	X	V	X	✓	V	✓
Iceland	✓ <sup>8</sup>	X	X	V	VI	✓	M	✓
Ireland	X	X <sup>9</sup>	X	V	V <sup>10</sup>	✓	M <sup>11</sup>	✓
Italy	X	X	X	V	X	✓	V	✓
Malta	X	X	X	V	o	✓	o	✓
Poland	X	X	X	V	V	✓	X <sup>12</sup>	✓
Portugal	✓	✓ <sup>13</sup>	X	✓	V	✓	V	✓
Slovenia	✓ <sup>14</sup>	X	X	V/M	V	✓	V/M <sup>15</sup>	✓

✓ = Yes X = No o = Unclear V = Voluntary M = Mandatory

**TABLE 2. MAPPING OF EXISTING AND PLANNED LEGISLATION BY NUTRIENT AND FOODS WITHIN ALL 14 COUNTRIES PROFILED**

Country	Salt	Saturated Fat	Trans Fats	Sugar	Fruit and Vegetables
Belgium	✓	X	X	X	X
Czech Republic	X	X	X	X	X
England	✓	X	X	X	X
Estonia	X	X	X	X	X
Finland	✓	X	X	✓	X
Germany	X	X	X	X	X
Greece	X	X	X	X	X
Iceland	X	X	✓	X	X
Ireland	X	X	X	X	X
Italy	X	X	X	X	X
Malta	X	X	X	X	X
Poland	X	X	X	X	X
Portugal	✓	•	X	•	X
Slovenia	✓	X	X	X	X

✓ = Yes X = No • = Being prepared



**DECLARE  
WAR ON  
BIG FOOD**

*Introducing  
Nutritional  
Anarchy*



Guardian sustainable business sustainable food

## Is the era of Big Food coming to an end?

Consumers want to eat healthier and processed-food brands are scrambling to repackage themselves. Is the tide turning against junk food?

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Sarah Shemkus

Thursday 12 March 2015 16.57 GMT



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Consumers still want food to be convenient, but their desire to eat healthy poses a problem for the huge multinationals known as Big Food. Photograph: Jochen Tack/Alamy

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## TPP trade agreement 'good news' for US confectioners: SUA president



By Hal Conick+  
07-Oct-2015

Last updated on 08-Oct-2015 at 13:35 GMT

Post a comment



With the latest TPP agreement, more sugar will be imported into the US.

Related tags: Sugar, TPP, Australia, Canada



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