

CDoH Essentials

Introductory materials on the
Commercial Determinants of Health



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Developed by: Anna Brook with Katherine Körner, May van Schalkwyk & Mark Petticrew.

With contributions from our action research partners including: Amy Barnes, Samuel Bostock, Emma Gibson, Susan Hampshire, Tim Howells, Greg Stenson, Caroline Temperton, Maddy Ardern, Megan Doran, Stefanie Gissing, Matt Greensmith, Jo James, Edward O Malley, Katie Powell, Emily Reed and Vicky Smyth.

We acknowledge and appreciate the evidence developed by the many dedicated researchers whose work is cited throughout, the experience, tools, frameworks and case studies shared by practitioners and advocates, and the helpful feedback from our action research participants which also helped to shape these materials.

These materials were developed through an action research project sponsored by the London School of Hygiene & Tropical Medicine. The findings of the action research have not yet been published and so these materials are shared with a note that they are subject to further change following final analysis and peer review of the research.

This toolkit has been developed through
[LSHTM Commercial Determinants Research Group](#)

This toolkit has been endorsed by
[The Association of Directors of Public Health](#)



Commercial
Determinants
Research Group





Start here – don't open any other documents just yet

We know a bundle of documents can feel daunting. Take this as permission not to open any others. Start with this short introductory document, which includes a section about how to navigate the other documents in the pack.

What are the CDoH essentials?

CDoH essentials: introductory materials on the Commercial Determinants of Health is a set of materials to help you plan and run an introductory workshop or briefing session, or a modular series of sessions.

When we say 'you' we're expecting these materials to be used by public health specialists or practitioners who have recognised training in public health. You could work with colleagues with experience and expertise in professional development too, but it is really important that you use your public health expertise in designing and developing what goes into the workshop and how it is run.

Who are the workshops or briefing sessions for?

We have developed and tested the materials to be used in two main ways:

1. as professional development for public health teams
2. as briefing sessions for key internal partners of public health teams within local authorities.

What are the workshops or briefing sessions intended to do?

These workshops aim to help public health teams engage colleagues across their organisations in action on the commercial determinants of health.

During informal scoping conversations to inform this work, stakeholders frequently referenced the importance of support from across organisations in achieving policy and practice adoption and implementation and the need for wider and deeper understanding about the commercial determinants of health (how industry affects population health). This echoes recommendations from the literature for the building of alliances, expansion of training, need to expose hidden power and tactics and counter-tactics.

What can you expect if you deliver a workshop / briefing session?

Whilst we have not yet published the findings of the action research through which these materials were developed, initial analysis suggests the trials had very positive feedback from participants and observers.

- It is likely participating in such a workshop improves knowledge about CDoH, helps people understand their role in addressing the CDoH and increases confidence in ability to contribute to tackling the CDoH
- Participating in such a workshop should help people start to:
 - engage in complex issue without overwhelm
 - process the knowledge learned
 - build their understanding and reflect on how to apply to their role / action to take
 - understand the skills they need
 - practice critical thinking and other skills
- However, more opportunities for development beyond an introductory workshop or briefing will be needed to continue this journey.

This is a strong base from which to build but we have also indicated where improvements could be made throughout the materials.

Ultimately, we hope that increased understanding paves the way for support from internal partners – although we can't draw firm conclusions about this from the research.





What is in the pack?

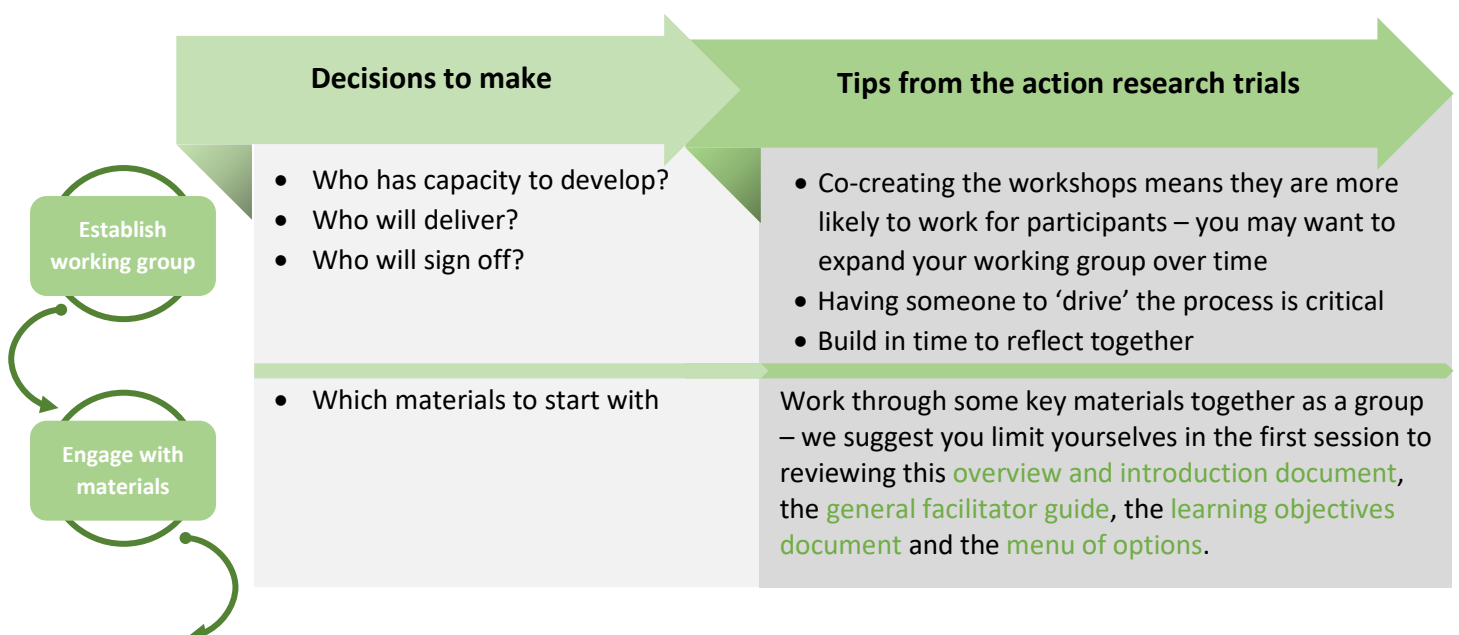
This is a list to help you find the documents when you need to use them. We suggest you don't open any others until you have finished reading this overview. You could then work through the step-by-step process with your working group and open the relevant documents as you get to each step.

✓	CDoH Essentials START HERE overview and introduction	This document: explains what CDoH essentials are and how to use the other materials
✓	CDoH Essentials general facilitator guide	Suggestions about how to approach facilitation overall based on initial findings from the interim analysis of the action research project and including more detailed reflections about experiences running the sessions
✓	CDoH Essentials Learning objectives document	The range of learning objectives that the workshops can contribute to
✓	CDoH Essentials Menu of options	Lists the content and linked learning objectives to be achieved and gives options for different methods of delivery – you can choose which combinations to use to develop your agenda/s.
✓	CDoH Essentials Example agendas	If you prefer not to start from a blank sheet, we've shared some sample agendas based on our experiences in the action research project
✓	CDoH Essentials example wording for invites	Some text and suggestions for localising it to get people along to your workshop / briefing session
✓	CDoH Essentials surveys and reflections on how to use	Sample survey questions for evaluation and reflections on changes for ongoing work
✓	CDoH Essentials delivery materials	These materials are in six sections and the full list of what is covered is in the menu of options document. They are also named with numbers based on which section they belong to. They include everything you need to deliver: slides, speaking notes, facilitator guides, handouts, posters and materials.



How to use the materials

We suggest you follow the process below. This has been developed based on our action research project. Although it is worth trying to stick with the sequence, you may want to revisit earlier stages as you progress – for example coming back to practicalities again after developing a draft agenda.



Decisions to make

Tips from the action research trials

Agree purpose

- What are your objectives? (review the [learning objectives document](#))
- How does a workshop / briefing session fit in your overall approach to CDoH as an organisation?
- What do you want to happen next after the session?

Trial areas wanted to do one or more of the following:

- introduce people to CDoH as a way of thinking, help them develop a CDoH lens for their work
- start to develop shared thinking about how to address CDoH as a collective and share knowledge with wider partners
- develop an action plan / tie into strategy development

Invitees

- Based on the purpose, who do you want to invite?
- Think about whether public health want to learn with wider colleagues or whether you want to do this sequentially perhaps starting with public health, then cascading out

- The trials that only involved public health staff in the sessions tended to report that there was a safety in this and good depth of discussion on topics such as skills and roles
- The trials that involved wider partners tended to report that this was helpful in engaging important colleagues on this topic

Practicalities

- When will the workshop be held?
- How long will it last?
- What is the venue like?
- Can you offer refreshments?
- Do you want to do this as a one-off or part of a series?

- The trials were all 90+mins. The longest was 3hr30.
- Some earlier trials felt pressured and rushed. Include time for processing during the session – even if that is expected to continue after it as well.
- Perhaps because there is a lot to cover, it was important that basics such as refreshments, good light and ventilation, and breaks were in place.
- The style of venue will affect what types of delivery methods are possible.
- Consider whether a modular approach could be helpful with several sessions over time eg separating action planning for a later session.
- Review the [general facilitator guide](#) when considering the practicalities – it contains more tips from the action research.

Develop agenda

- Having chosen your objectives and decided on invitees and length of session and venue, you can review the [menu of options document](#) to develop your draft agenda. You can also see [example agendas](#) from the trials in the pack.

- Developing the draft agenda is an important step – we held at least three planning meetings for each trial area in the action research project
- We didn't always spend enough time on examples of positive action – we suggest trying to split time and content as evenly as possible between understanding issues and solutions
- The case studies and evidence quest exercises both tended to receive very positive feedback.
- Mapping exercises rely on some existing knowledge so tend to work better later in the agenda especially if people are new to the topic.
- As well as the [menu of options](#) and [example agendas](#), review the [general facilitator guide](#) – it contains more tips from the action research.



	Decisions to make	Tips from the action research trials
Consider evaluation	<ul style="list-style-type: none"> Do you want to evaluate? If so, how? 	<p>The surveys used for the action research trials took c.15 mins at the start and again at the end for people to complete them. We suggest a simpler evaluation.</p>
Confirm details	<ul style="list-style-type: none"> Book the venue, refreshments etc Send out invites (there is draft invite text available) 	<ul style="list-style-type: none"> Drafting a clear invite including what people could expect at the workshop and what would happen next was identified as important
Finalise timing and facilitation	<ul style="list-style-type: none"> Agree between the team who will lead which exercises / present Finalise the timings Finalise materials needed – eg slide-decks, printed packs (case studies / handouts), posters 	<ul style="list-style-type: none"> All the delivery materials you need to run a session using the methods that were developed and tested in the action research trials are in the pack. Areas using their own case studies which worked well. There are some more notes about timings and experiences of the different exercises in the facilitator prompt sheets within the delivery materials – it is worth reviewing these before finalising your agenda and ensuring you have done all the practice and preparation needed. Ensure your venue will work for the exercises you have chosen. Review the general facilitator guide which covers things like how to approach questions and challenges again as a team and agree your approach.
Run your session/s	<ul style="list-style-type: none"> How to keep to time – including dealing with questions and discussion 	<ul style="list-style-type: none"> Being clear as a team about how much to allow discussion outside of the planned exercises and how to deal with any slippage on time. Planning to observe and make notes about engagement to support the debrief was helpful and different team members could do this as others were leading exercises.
Debrief as a team	<p>If you are running a series of sessions, is there anything you need to change for the next session?</p>	<p>In the action research, facilitators valued reflecting together immediately after the session on what worked for whom and why as well as what could be improved or didn't work.</p>
Support next steps		<p>Having a clear and agreed next step was important for maintaining momentum and enthusiasm. Some examples from the action research trials were:</p> <ul style="list-style-type: none"> A follow up planning session. A working group to develop a paper, position statement, plan or project.



Acknowledgements and use

We want these materials to be used, improved and added to over time. Please share your experiences and new ideas and developments with us and others.

Please refer to these materials as: CDoH Essentials: introductory materials on the Commercial Determinants of Health (2024), developed by: Anna Brook with Katherine Körner, May van Schalkwyk & Mark Petticrew

Short version: CDoH Essentials (2024) Brook et al

Please ensure all you also reference appropriately any primary sources used in our set of materials.

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