

## Commercial practices framework

	Practice	Shortened definition
	<b>Political</b>	Securing preferential treatment or policies that further corporate interests
	<b>Scientific</b>	Production and use of science to secure favourable outcomes for industry
	<b>Marketing</b>	Promote sales of products, services or brand
	<b>Supply chain and waste</b>	Includes using supply chain to externalise responsibility for harms caused during production or costs of dealing with waste
	<b>Labour and employment</b>	Employment practices for both directly employed or through contract or supply chain
	<b>Financial</b>	Practices to support financial position of the organisation (eg tax practices)
	<b>Reputational management</b>	Efforts to shape legitimacy and credibility, reduce risk, and enhance corporate brand image

These practices come together and interact to affect the underlying drivers and determinants of health - including by shaping norms



### Affecting underlying drivers & determinants

For example, by using power to focus more on individual responsibility and moving public policy away from regulation & legislation

This is a summarised & adapted version of the table from the quoted paper: Defining and conceptualising the commercial determinants of health, Anna B Gilmore et al, The Lancet, 2023:

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(23\)00013-2/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(23)00013-2/fulltext)



## Actions framework

	Area	Shortened definition
	<b>Funding</b>	Ringfenced, long-term funding to enable prevention efforts to reduce impact of harmful products
	<b>Strategy</b>	Comprehensive strategy: with a focus on primary prevention, which has coherent policies to improve health, clear goals and tangible activities
	<b>Protect health policy</b>	Protect health policy from industry interference
	<b>Advertising</b>	Regulate advertising to limit harm
	<b>Regulate products and environments</b>	Reduce access to harmful products, particularly from children, and regulate the environments they can be used in to prevent harm to individuals and those around them.
	<b>Communication</b>	Consider the framing within messages, examine communications & ask what norms they are reinforcing – move away from ‘problem individuals’
	<b>Price</b>	Higher prices are a proven way to reduce consumption.
	<b>Treatment</b>	Provide access to treatment

Framework adapted from Holding Us Back, ASH / OHA / AHA, Jawad & Reed, 2023

<https://ash.org.uk/uploads/Holding-us-back-report.pdf?v=1700477288>

