

CHP Seminar

The University of Melbourne

Commercial Determinants of Health: Surveillance Models, Ultra Profits and Ultra Processed

Presenters:

Dr Jennifer Lacy-Nichols and Prof. Rob Moodie

Tuesday 10th November 12.30pm–1.30pm via Zoom

[https://unimelb.zoom.us/j/84447977731?](https://unimelb.zoom.us/j/84447977731?pwd=MmRvSXJDcEN1SnVhTHV6V01kMUhIdz09)
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The “Commercial Determinants of Health” refer to the ways in which corporate practices, policies, norms and strategies influence population health outcomes. This seminar showcases two perspectives seeking to understand the strategies of powerful corporations. The first is the development of a national surveillance model to collate and disseminate intelligence on harmful industry practices. The model focuses on eight priority areas: lobbying, revolving door, campaign contributions, digital marketing, astroturfing, media influencers, corporate health promotion and community sponsorships.

Second, we discuss how transnational corporations use a combination of market and political practices as part of an integrated strategy to establish, promote, and maintain high levels of ultra processed food consumption within low- and middle-income countries. Developing a systematic approach to monitor the Commercial Determinants of Health can raise public awareness, facilitate collaboration across public health sectors and support advocacy efforts focused on policy change.

These seminars are free. Visitors are welcome to attend.
For more information contact the Centre for Health Policy +61 3 8344 9111



Jenn joined CHP as a research fellow this year to work on a series about the Commercial Determinants of Health and to develop a framework to monitor harmful industries practices. Jenn has a background in food policy, and her research focuses on corporate strategies to protect their interests at the expense of the public.



Rob is currently Deputy Head of School and a Professor of Public Health at MSPGH and at the University of Malawi. His major interests are in public health leadership skills, health promotion, the role of unhealthy commodity industries in harming health, as well as road safety.