



**REGISTRATION LINK:** <https://www.eventbrite.be/e/is-the-eu-facilitating-an-industrial-epidemic-tickets-632694896467>

### High level conference

***Is the EU facilitating an industrial epidemic?  
What are the Commercial Determinants of Health (CDoH)?  
Alcohol labelling as a CDoH barometer?***

### Scope and Purpose Paper

*“Health does not begin in clinics or hospitals any more than justice begins in law courts or peace starts on the battlefield. Rather, health starts with the conditions in which we are born and raised, and in schools, streets, workplaces, homes, markets, water sources, kitchens, and in the very air we breathe”*

*Tedros Adhanom Ghebreyesus, Director General of the World Health Organization*

Evidence has been accumulating for decades on how the products and practices of some commercial actors, notably those of the transnational corporations, are responsible for escalating rates of avoidable ill health, planetary damage, and social and health inequity; these problems are increasingly referred to as the **Commercial Determinants of Health (CDoH)**.

CDoH impact on a wide range of risk factors, including smoking, air pollution, alcohol use, obesity and physical inactivity, and health outcomes, such as mental health and **noncommunicable diseases (NCDs)**. Indeed, it is now established that the production, price-setting and targeted marketing of products, such as breast-milk substitutes, unhealthy foods and drinks, tobacco and alcohol, as well as gambling lead to mental problems and addictions as well as **NCDs** such as cardiovascular disease, type 2 diabetes and cancers, as well as hypertension and obesity.

This high-level conference will first explain what is meant by the Commercial Determinants of Health. The conference will then explore some of the effective public health actions that could be put in place, in particular the packaging and labelling of alcohol, to counter the Commercial Determinants of health. In this context, many questions related to the lobbying and the undue influence of the corporate sector at EU and national level, especially regarding the supply and demand of unhealthy products will also be discussed.





**High Level Conference Programme**  
**European Parliament - Room: SPAAK 7C50 (BRU)**  
**Tuesday 27<sup>th</sup> June 2023 - 13:30pm – 18:00pm**

The event is hosted by Nicolás Gonzalez Casares, MEP and co-hosted by Erik Poulsen, MEP & Michele Rivasi, MEP

***This event will be moderated by Caroline Costongs, Director of EuroHealthNet.***

- 13:30 - 13:45    **Registration**
- 13:45 - 14:00    **Welcome and short explanation about why the themes of the Conference is relevant to MEPs**  
*Nicolás Gonzalez Casares, MEP & Erik Poulsen, MEP*
- 14:00 - 14:10    **Introduction to the themes of the Conference**  
*Gauden Galea, Strategic Advisor to the WHO EURO Regional Director on Noncommunicable Diseases and Innovation*
- 14:10 - 14:25    **Keynote Presentation: What are the implications of the Commercial Determinant of Health for policy and public understanding? Corporate practices and our health: patterns and parallels**  
*Dr Nason Maani, Lecturer in Inequalities and Global Health Policy at the University of Edinburgh's Global Health Policy Unit*
- 14:25 - 14:40    **Keynote Presentation: The Lancet Series on the Commercial Determinants of Health (CDoH): understanding the system problem and the need for change**  
*Professor Anna Gilmore, Professor of Public Health, Director of the [Tobacco Control Research Group](#) at the University of Bath.*
- 14:40 - 15:30    **Panel Discussion: What are the implications of the CDoH (industrial lobbies) for policy makers at EU and national level?**  
  
*Maria Arena, MEP; Mr Koen Roovers, Secretariat General of the European Ombudsman; Tina Van Havere, Cabinet of Belgian Minister of Health Frank Vandenbroucke, Adviser; Dr Carina Ferreira-Borges, WHO Regional Office for Europe, Programme Manager for Alcohol, Illicit Drugs and Prison Health;*





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*During the next part of the conference, an exploration of some of the effective public health actions that could be put in place, in particular the packaging and labelling of unhealthy products will be explored to measure if it is possible to counter the commercial determinants of health at EU or national level.*

- 15:30 - 15:50    **Keynote Presentation: How did we overcome tobacco industry interference? History of tobacco graphic warning**  
*Rob Cunningham, Senior Policy Analyst, Canadian Cancer Society*
- 15:50 - 16:10    **Keynote Presentation: What makes graphic warnings effective?**  
*Prof. Karine Galopel Morvan, Professor in Social Marketing at EHESP School of Public Health and Honorary Professor at the University of Stirling*
- 16:10 - 16:20    **Short introduction by Camille Perrin of BEUC Video on the “effectiveness” of alcohol QR code labelling and viewing of the video**
- 16:20 - 16:50    **Panel Discussion: Have the commercial lobbies won? What happened to the implementation of the Beating Cancer Plan and FIC Regulation? What happened to the proposal for Alcohol Labelling and Front of Pack Nutrition Labelling (FoPNL)?**  
*Dr Nikhil Gokani, Lecturer & Assistant Professor of Consumer Protection and Public Health Law at the University of Essex, Chair of the Eurocare Alcohol Labelling and Health Warning International Expert group & Vice President, Law and public health section, EUPHA; Camille Perrin, Senior Food Policy Officer, BEUC; Sheila Gilheany, CEO, Alcohol Action Ireland; Sila Gürbüz; Representative towards European Institutions, European Medical Students' Association (EMSA).*
- 16:50 - 17:15    **Call to action and concluding remarks**  
*Florence Berteletti, Secretary General, Eurocare.*
- 17:15 – 18.00    **Reception in the presence of Michele Rivasi, MEP**



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