

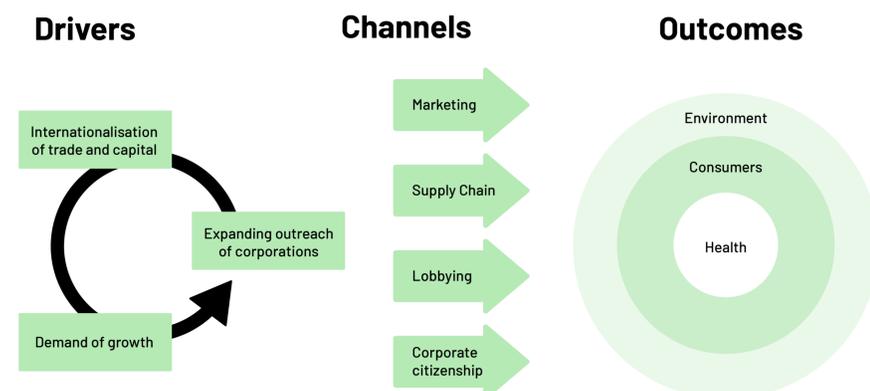
# HEALTHIER AND FAIRER FUTURES

## Creating Healthier & Fairer Futures in Yorkshire and the Humber

The Healthier and Fairer Futures programme, launched in September 2021 on behalf of Directors of Public Health in Yorkshire and the Humber, plans to target health inequalities and level up the health and life chances of people in the region. The vision...to create a ‘pro-health’ economy for people and the planet. An economy based on healthy choices, healthy profits, and healthy lives.

### Why now?

Because profits are often made at the expense of health and wellbeing – and the environment. Unhealthy commodities like alcohol, tobacco and ultra-processed food are heavily marketed and targeted – big, powerful corporations influence policy and research to favour their agendas. These practices promote and sustain unhealthy behaviours which lead to preventable disease such as diabetes, heart disease and cancer. These factors are known as the **Commercial Determinants of Health** – part of the ‘wider determinants’ landscape but with a unique focus.



*Dynamics that constitute the commercial determinants of health. Ilona Kickbusch, Luke Allen, Christian Franz. The Lancet, Vol 4, Dec 2016*

We need to challenge the commercial practices that lead to poor health outcomes and which exacerbate health inequalities.

We want to make healthier choices easy and sustainable – improving life chances for people now and for future generations.

A joint framework for policy action to tackle the leading risk factors for NCDs developed by Action on Smoking and Health, Obesity Health Alliance and Alcohol Health Alliance

Activity	Purpose
1. Comprehensive strategy	Set clear target for improved health and tangible activity.
2. Raise the price of harmful products	Higher prices are a proven way to reduce consumption and can create barriers to people initiating the use of a harmful product.
3. Regulate advertising to limit harm	Limit the ability of advertising to drive unhealthy consumption.
4. Reduce access	Restrict product availability to reduce consumption and protect children.
5. Provide access to treatment	Treatment can help people with established problems change their consumption of harmful products.
6. Communicate health messages	Evidence based communications can motivate behaviour change and alert those who are not using harmful products to the risks.
7. Regulate products to reduce harm	Some products can be modified to reduce their harm to end user.
8. Regulate the environments where products can be used	Some harmful products harm not only the user but also those around them.
9. Protect health policy from industry interference	Limits the ability of vested commercial interests to undermine policies designed to reduce consumption of harmful products.

### Where to begin?



- First Summit Event Sept 2021 with further events planned
- Short film in development
- Engaging with Communities of Improvement (local authority public health networks for the region) and academic partners (SPECTRUM) to shape our direction

#### By providing resources, guidance and support

- Website to aid collaboration
- Working with local authorities, health, community and academia
- Identify and share solutions and evidence-based guidance to support action
- Build a strong collective voice

#### What we want to achieve

- Changes in knowledge and awareness - increased dialogue about, and recognition of, commercial determinants of health
- Adoption of a clear narrative and position
- Use of effective guidance to take action locally, regionally and nationally
- Increased transparency of industry engagement and funding arrangements
- Independently funded research
- Policy influence to achieve effective and sustainable health improvement

### How we can act

#### Action informed by evidence

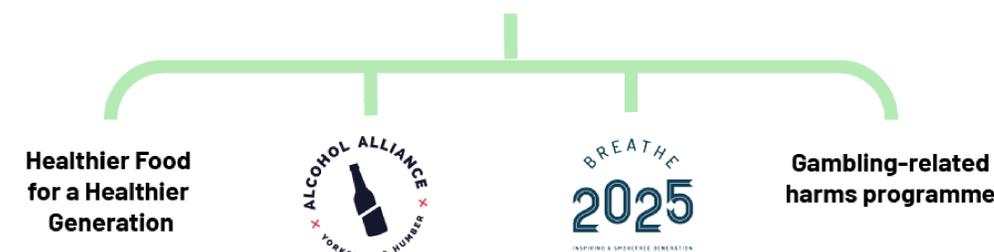


#### Healthier & Fairer Futures website

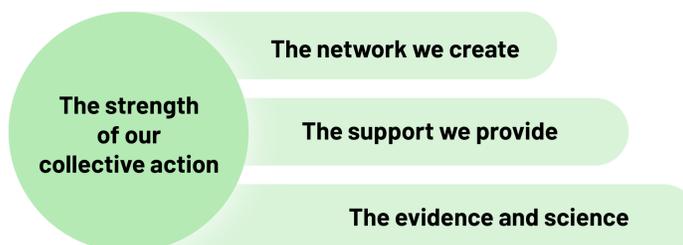
There are common solutions to address the commercial determinants of health. We can use learning from priorities like tobacco to inform our actions in respect of other unhealthy commodities. We are developing a website to provide a place where these themes are brought together under one banner. This platform will evolve and be shaped by our Communities of Improvement. It will:

- Set out the issues and evidence
- Provide guidance on solutions and allow sharing of good practice
- Link to related research and organisations who advocate for change
- Support partners across Y&H to work collaboratively on their health priority, with a whole system focus
- Bring together people and organisations committed to creating an economy with health and wellbeing at its heart

## HEALTHIER AND FAIRER FUTURES



### How we'll succeed



Find out more about Healthier & Fairer Futures [here](#)

Find out more about [SPECTRUM](#) and [NCD Alliance](#)

Simone Arratoonian, Office of Health Improvement & Disparities (Y&H) on behalf of ADPH Y&H  
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