



# A Regional Approaches to Commercial Determinants of Health in Y&H



Stefanie Gissing, Public Health Registrar, Y&H, OHID

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## Background

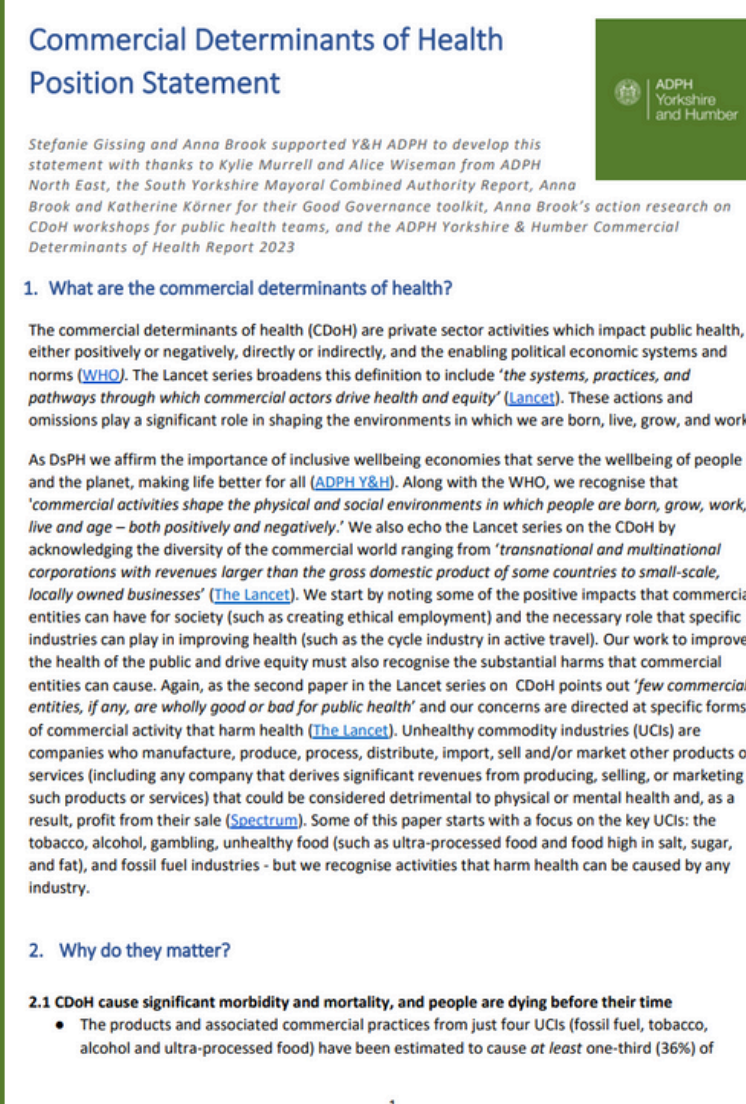
Industries have a huge impact on the places in which we are born, live, grow, and work. Their influence shapes the choices we make, the products we consume, and ultimately affects our health. These 'commercial determinants of health' (CDOH) present a huge economic cost to our society and cause significant premature death and disease - especially amongst disadvantaged groups.

The Y&H Regional team within the DHSC's Office for Health Improvement & Disparities (OHID) has been collaborating with the Y&H ADPH to support local places and regions to take action to address these harms.

## Building on the existing Y&H ADPH work programme on CDOH, we delivered:

### 1) A Y&H ADPH Position Statement on CDOH

This set out our regional narrative and approach, summarised the key evidence, presented a public health approach, and actions for local places to take to address commercial determinants



**“£53 billion of combined industry revenue is estimated to be made from sales [of alcohol, tobacco, and unhealthy food] at levels harmful to health in the UK each year”**

(ASH, OSA & AHA, 2023)



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**What next?** Y&H ADPH have commissioned Common Cause Australia to deliver a workshop for us in December 2025 to help address one of the emerging barriers to engaging with CDOH - framing the narrative with businesses, elected members, and/or communities. We are also exploring the potential for a regional approach to CDOH.

### 4) A cross-cutting seminar series

In response to demand for networking and shared learning amongst those working on CDOH (in the context of lack of capacity for a Community of Improvement), a series of webinars covered cross-cutting issues in CDOH.

Content always included an expert speaker and a local example of relevant work, with lots of time for networking and group discussions. Topics included: 'commercial determinants in all policies' approach, suicide prevention and mental ill-health, licensing, and advertising and sponsorship.

### 2) Launch event for the Position Statement

150 people from across the four nations attended our virtual launch. It was chaired by a Y&H DPH and featured a keynote presentation from a prominent academic. Other presentations comprised: a Y&H DPH, a public health registrar, and the national ADPH CDOH project manager. The audience included local authorities, OHID, UKHSA, academia, the NHS, the police, and the VCSE sector. The discussion and chat were lively with many resources shared.



### 3) Workshop series to facilitate implementation of actions

In the absence of capacity to support each local place individually, two workshops were organised for regional public health staff to sustainably support implementation of key Position Statement actions. The focus was providing space and time to think through plans whilst supporting and learning from each other.

*“support from across the region is very much appreciated”  
“great opportunity to share and learn from Y&H colleagues”*

Participant feedback, Workshop #1

