

COMMUNICATING FOR IMPACT ABOUT COMMERCIAL INFLUENCES ON HEALTH

At-a-glance tips



- ▶ Drawing heavily on [FrameWorks UK](#) and [Common Cause Australia](#)'s insights, these tips address how to present information about commercial influences on health most effectively to deepen understanding and increase support for policy change.
- ▶ See our full Framing Tips and Communications Guide for more detail, explanations and references.
- ▶ Use our Content Review Checklist to identify opportunities to strengthen communications.



Focus on the actions of big companies and on the actions governments can *and do* take to re-shape systems that currently enable profit to be prioritised at the expense of wellbeing

Only present *your* story, with step-by-step explanations and impactful metaphors (avoid repetition of opposing perspectives)

Less like this...

Our brains are susceptible to wanting to use gambling products even when we're experiencing harm.

More like this...

Gambling companies engineer products and environments that exploit the ways our brains naturally work, altering decision-making, confusing us about the probability of winning, and encouraging intensive consumption.

Less like this...

We're not anti-business. We want to ensure that [X] – our people, businesses and natural environment – can truly thrive for the long-term.

More like this...

We want to ensure that {X} – our people, businesses and natural environment – can truly thrive for the long-term.

Connect your audience with the positive vision you're working towards, highlighting concrete solutions



Less like this...

Words like 'ban', 'end', 'restrict'

Illnesses related to food are at crisis-point, not helped by so much advertising everywhere, even on critical infrastructure like bus stops. Let's reduce companies' opportunities for advertising unhealthy foods.

More like this...

Words like 'ensure', 'protect', 'promote', 'free', 'allow', 'enjoy'

Unhealthy food companies advertise all around us, even on critical infrastructure like bus stops. But it doesn't have to be this way: [X] and [X] local authorities have put protections in place. They're creating places where we can enjoy a walk down the street or catch a bus without being pushed towards unhealthy products.

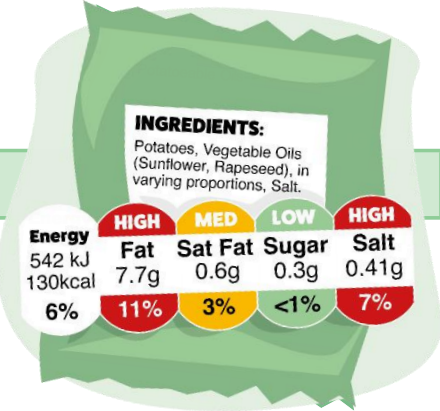


Use values, not just facts, to persuade | Draw on values connected with action for the benefit of society and the planet, but avoid simply evoking empathy

Include a prompt to think about a value that doesn't rely on external approval or reward, such as honesty, social justice, protection of children or people who are experiencing disadvantage from exploitation by big companies.

Something like this...

We need more **honest** labelling of unhealthy foods.



Keep it real with everyday language and tangible examples

Helpful language words to embrace and words to avoid

- ▶ Talk about 'options' and 'opportunities'. Do not talk about 'lifestyle' or 'lifestyle choices'.
- ▶ Use person-first language e.g. 'people most harmed by their products'. Avoid referring to people as 'vulnerable' or 'disadvantaged' or with terms that identify by a behaviour.
- ▶ Talk about 'our government' or 'decisions we make as a country'.

More detailed framing and communications resources are available for download [here](#), following free registration for access to a NHS Futures page.