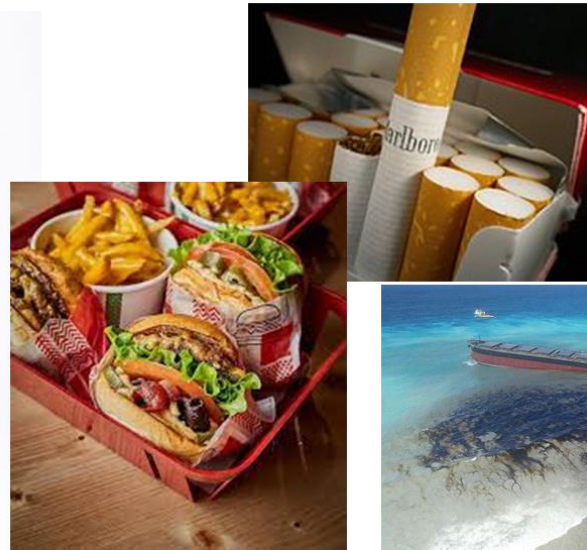


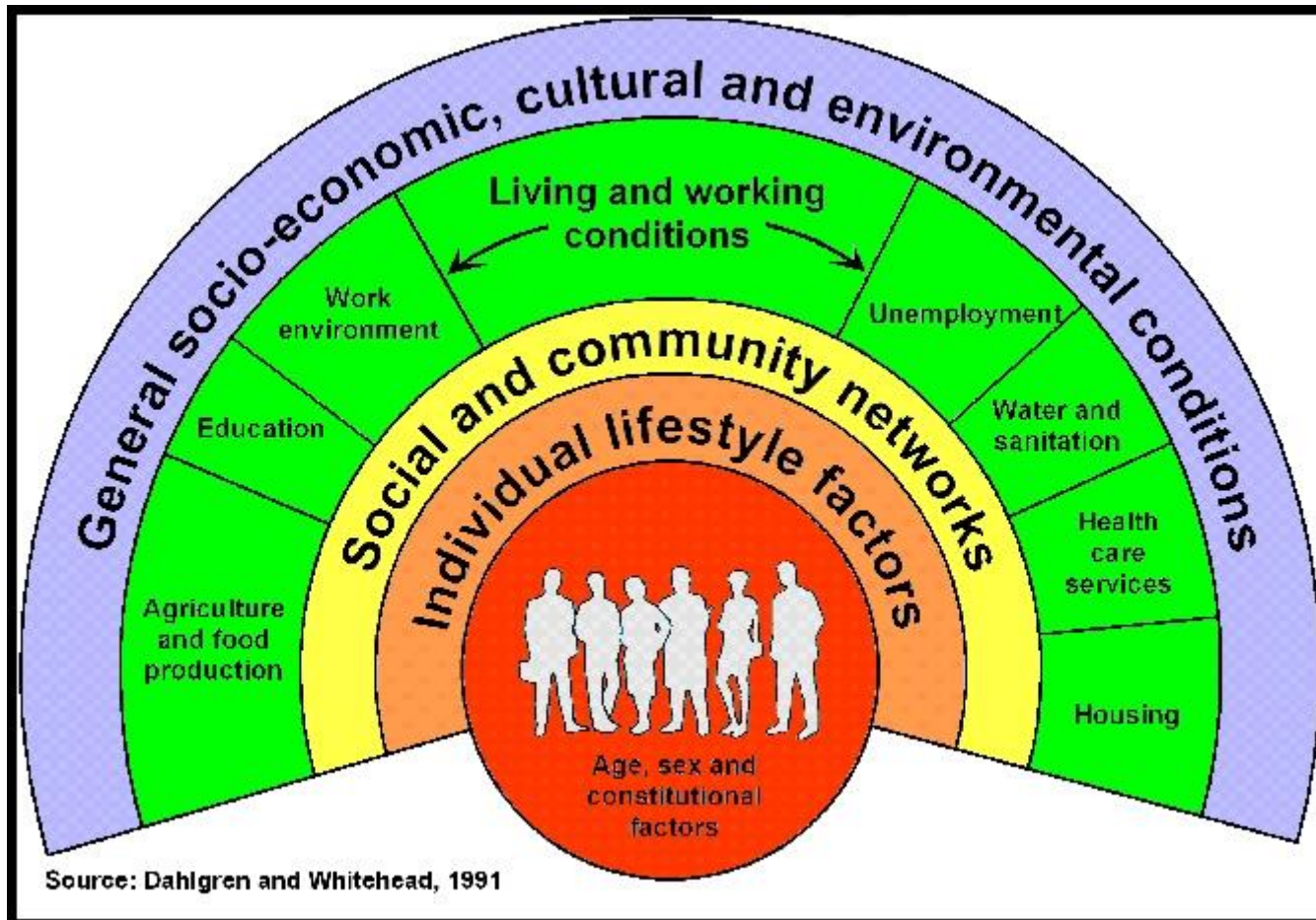
# Determinanti Commerciali di Salute



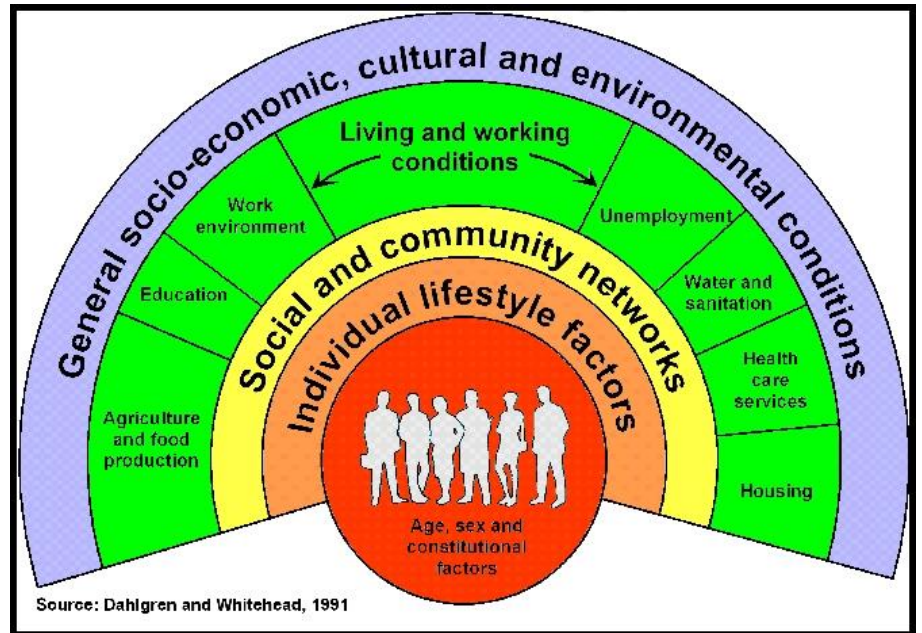
08.06.2022  
Alice Fabbri  
University of Bath

# Contenuti della presentazione

1. Definizione di determinanti commerciali di salute
2. Alcuni esempi
3. Soluzioni per affrontare il problema



Determinanti  
commerciali di  
salute



# Determinanti commerciali di salute

“Strategies and approaches  
used by **corporations**  
to promote products and choices  
that are detrimental to health”

```
graph TD; A([Multinazionali]) --> B[Prodotti]; A --> C[Pratiche];
```

**Multinazionali**

**Prodotti**

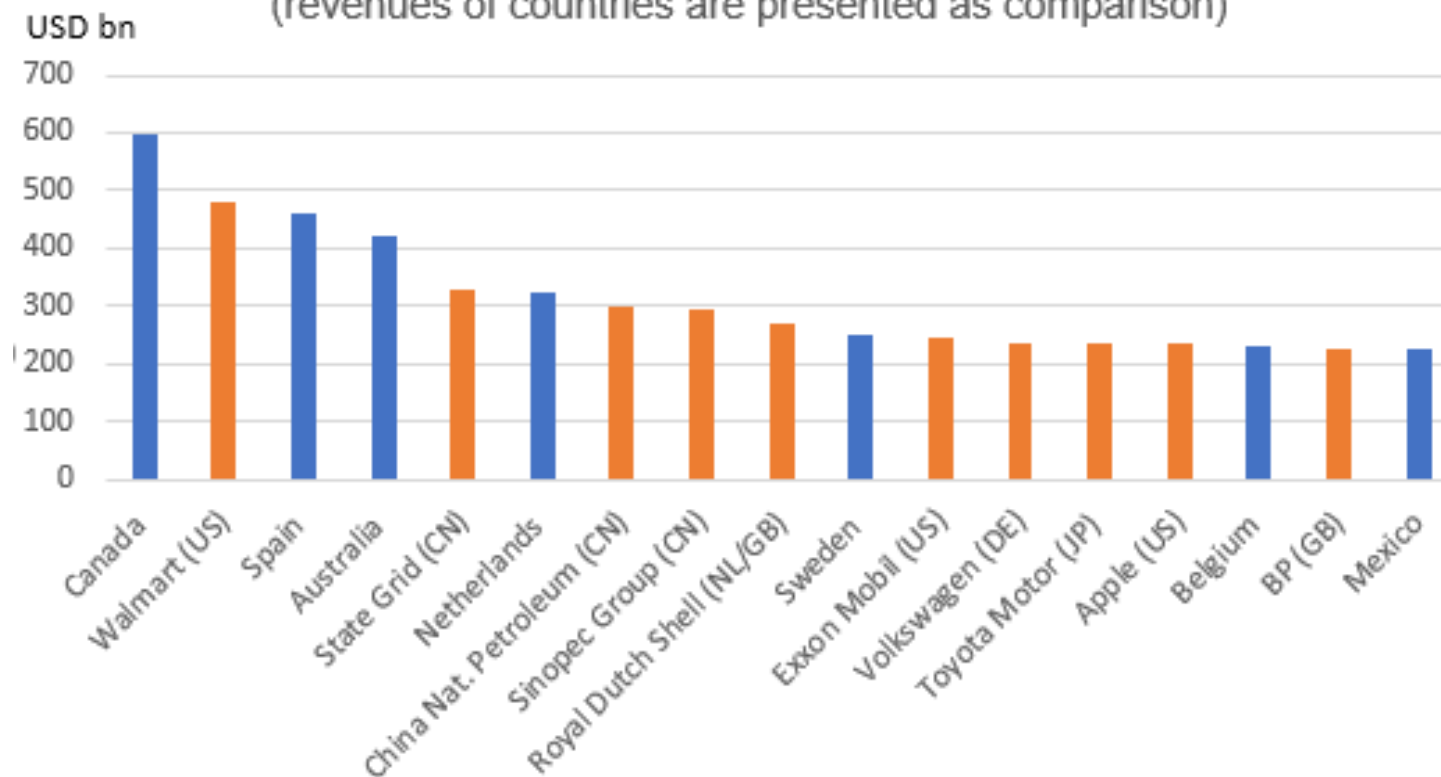
**Pratiche**



# INDUSTRIAL EPIDEMICS

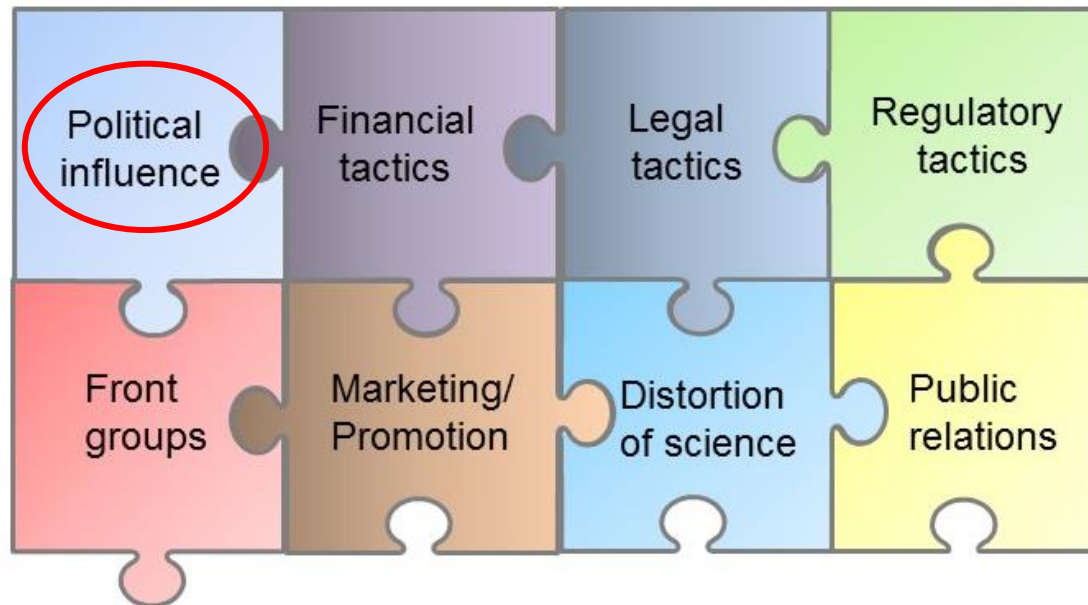


## Global top 10 corporations by revenue, 2017 (revenues of countries are presented as comparison)

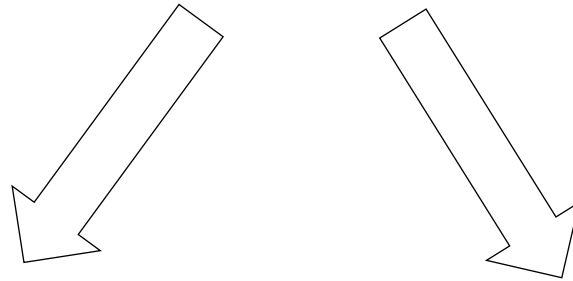




# Strategie usate dalle multinazionali



# Influenza sulle policies



Argomentazioni

Azioni



# Influenza sulle policies - Azioni

JAMA Internal Medicine | [Original Investigation](#)

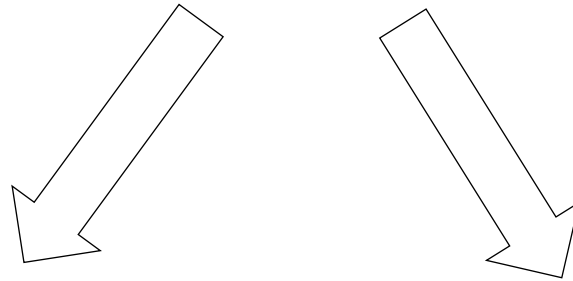
## Lobbying Expenditures and Campaign Contributions by the Pharmaceutical and Health Product Industry in the United States, 1999-2018

Olivier J. Wouters, PhD



- \$ 4,7 miliardi (media di \$ 233 milioni all'anno) per attività di lobbying sul governo federale degli Stati Uniti;
- \$ 414 milioni di dollari in contributi a candidati presidenziali e al Congresso

# Influenza sulle policies



Argomentazioni

Azioni



# Influenza sulle policies – Strategie discorsive

- Enfatizzare i costi
- Negare o sminuire i vantaggi
- E tanti altri argomenti...



# Consultazione in Irlanda

## Introduzione di tassa su bevande zuccherate (2016)

*Coca-Cola: “Our approach is based on giving people choice and information about our products, enabling them to make the decisions that are right for themselves and their families.”*

*“There are several examples of drinks sold on the Irish market that are high in milk content and high in added sugar. These drinks can contain more sugar and more calories per serving than a serving of Coca-Cola Classic and are direct competitor products of the set of drinks that will be subject to the levy.”*

# Strategie usate dalle multinazionali



# Marketing



Collier's for December 1, 1933

“Reach for a Lucky when you crave something sweet  
That's the easiest way I know to keep from getting fat”  
*Flora Ziegfeld*  
Flora Ziegfeld,  
Famous Dressmaker  
of  
Hollywood Comedies

Flora Ziegfeld,  
“Mother of the American  
Glee” and “The American  
and British Queen of the  
English” sensation,  
“Whisper”

RIGHT is Lucky Strike when you are tempted to eat between meals—they satisfy the craving for sweets and rich pastries. That's why thousands now reduce smoke them constantly.

A year ago 20,679 physicians put themselves on record in confirmation of the fact that Toasting makes Lucky Strike less irritating to the throat than other cigarettes. That's because Toasting removes impurities. Toasting also improves the flavor of the finest tobaccos. That's why the delicious roasted flavor of Luckies makes them a delightful alternative for things that make you fat. Avoid harmful methods to reduce. This way is merely common sense.

Men who keep fit have long employed it. They don't believe in tiresome, expensive ways. They do believe that Luckies do not hurt the wind or impair the physical condition—facts upheld by prominent athletes, who are in a position to know the truth.

When you are offered a sweet... when it comes time for pies and pastries... pass them by and take a Lucky. Then you'll never miss sweets.

Reach for a Lucky instead of a sweet.

“It's toasted” No Throat Irritation  
No Cough.

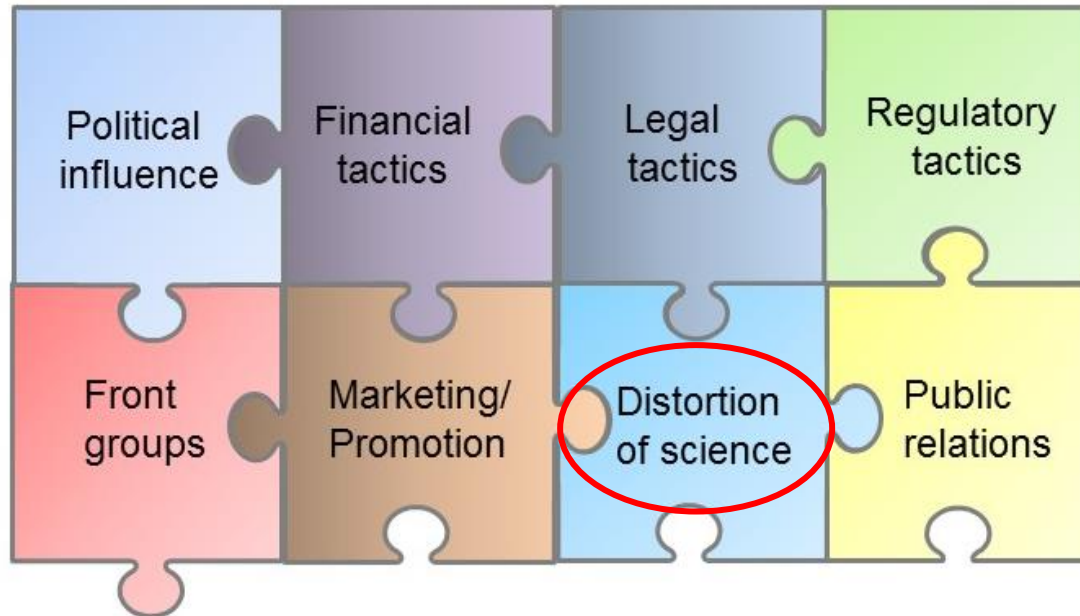
© 1933, The American Tobacco Co., Manufacturers

“Supersize me” (Min 44,40 )

<https://www.youtube.com/watch?v=vH5-i8Trc78>



# Strategie usate dalle multinazionali





# Finanziare ricerca che possa distrarre dai danni dei prodotti



VS



# Finanziare ricerca che possa distrarre dai danni dei prodotti



40.7%

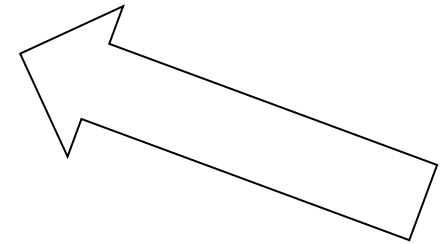
VS

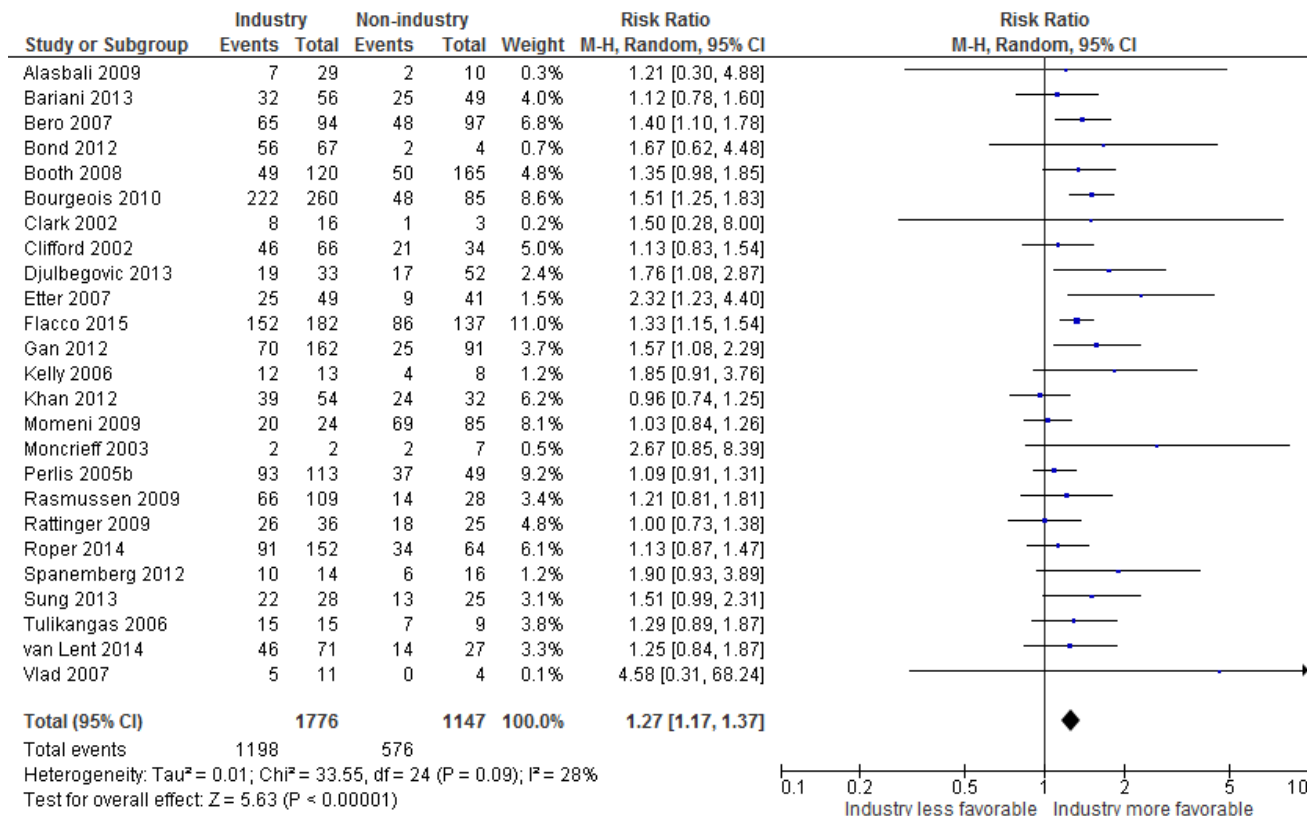


10.8%

# Conseguenze

Guidare la ricerca verso soluzioni politiche  
che non influiranno negativamente sulle attività industriali





# Come ottenere risultati positivi?

- ✓ Placebo o dosi inferiori di comparatori attivi
- ✓ End-point surrogati





Lundh A, Krogsbæll LT, Gøtzche PC. Access to data in industry-sponsored trials. *Lancet* 2011;378(9808): 1995-1996.

Gøtzsche PC, Hróbjartsson A, Johansen HK, Haahr MT, Altman DG, Chan A. Constraints on Publication Rights in Industry-Initiated Clinical Trials. *JAMA*. 2006;295(14):1641–1646.

# Mario Negri VS GSK

DRUG DEVELOPMENT

## A failed attempt at collaboration

*Silvio Garattini director, Vittorio Bertele' head, laboratory of drug regulatory policies, Guido Bertolini head, laboratory of clinical epidemiology*

## A failed attempt at collaboration

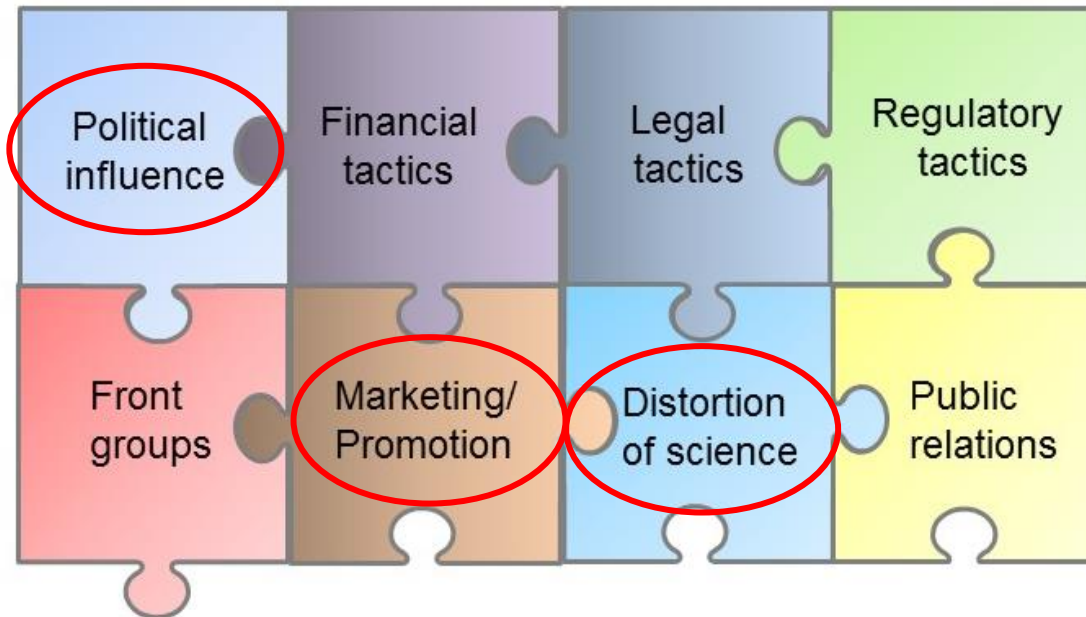
Silvio Garattini *director*, Vittorio Bertele' *head, laboratory of drug regulatory policies*, Guido Bertolini *head, laboratory of clinical epidemiology*

*“A project agreement written by GSK and attached to the study protocol set out dozens of pages of rules and conditions that would effectively have made this **a study controlled by GSK and not a collaborative study**. GSK outlined a complex structure for governance of the trial with committees and boards and voting **rules that effectively gave the drug company total control**”.*

*“But for us, the biggest issue was around transparency. GSK wanted to retain the right to permit or refuse access to the patient outcome data and to give written approval for any independent publication of the data generated by the public-private partnership.*

***That meant that we would have had to ask GSK’s permission to access the data from our own trial and that GSK reserved the right to block publication of our analysis of that data at any time after the study was completed”.***

# Strategie usate dalle multinazionali



# Influenza sulle policies

- Escludere le industrie in conflitto dal svolgere un ruolo nella formulazione di policies

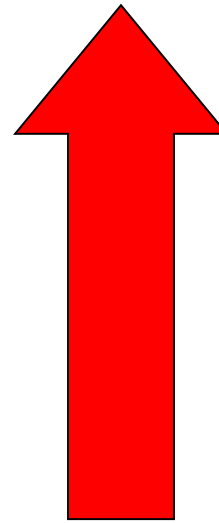
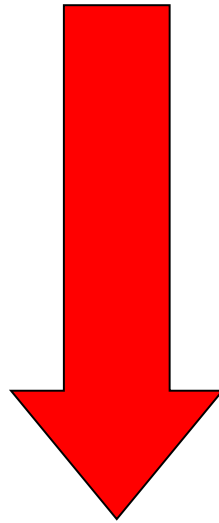
## Marketing

- Restrizioni sul marketing (plain packaging)
- Tassazione di prodotti nocivi

## Influenza sulla ricerca

- Ricerca indipendente
- Regolamenti istituzionali

**Come generare cambiamento....**



## AMSA Scorecard 2016

Scorecard About Methodology Executive Summary Policy Updates

### Conflict of Interest Policies at Medical Schools

MODEL 
  GOOD 
  POOR/ABSENT

Institution	Grade	Gifts	Meals	Speaking relationships	CME	Promotional events	Scholarships and awards	Ghostwriting	Consulting	Sales reps	Device reps	Disclosure	COI curriculum	COI policy extension	Enforcement
<a href="#">Indiana University School of Medicine Indianapolis, IN</a>	A	●	●	●	◐	●	◐	●	●	●	●	●	●	●	●
<a href="#">Florida International University Herbert Wertheim College of Medicine Miami, FL</a>	A	●	●	●	●	●	●	●	●	◐	●	●	●	◐	●
<a href="#">Jacobs School of Medicine and Biomedical Sciences at the University at Buffalo Buffalo, NY</a>	A	◐	◐	●	●	●	●	●	●	●	●	●	●	●	●
<a href="#">University of Chicago Division of the Biological Sciences The Pritzker School of Medicine Chicago, IL</a>	A	●	●	◐	●	●	◐	●	●	●	●	●	●	●	●
<a href="#">Edward Via College of Osteopathic Medicine (Alabama, South Carolina, and Virginia)</a>	A	●	◐	●	●	●	●	●	●	○	●	●	●	COI Policy Extension: 3	



**Grazie per l'attenzione!**