

The background features several overlapping, three-dimensional geometric shapes in various colors: blue, green, orange, and purple. These shapes are arranged in a way that creates a sense of depth and movement. The text is overlaid on these shapes.

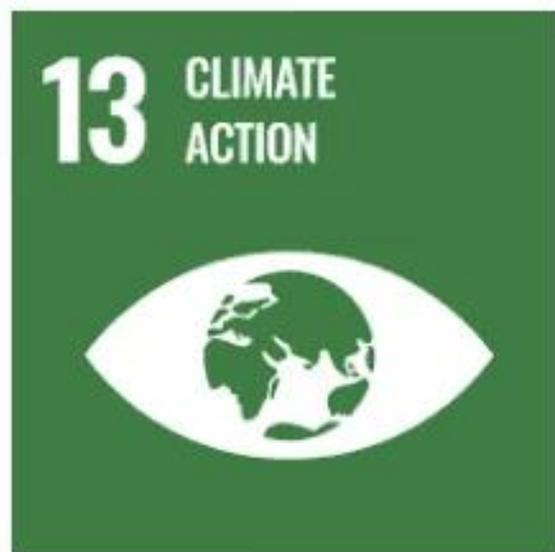
Interconnectivity Bausteine für ein neues Verständnis der Gesundheitspolitik

PROFESSOR ILONA
KICKBUSCH
UNIVERSITÄT GENF
WIEN, JUNI 2023

Der Ausgangspunkt der Gesundheitspolitik 2023

Health must be front and centre in COP28
climate change talks

WAS SCHAFFT
GESUNDHEIT?



Sustainable
Development Goals

Climate Action

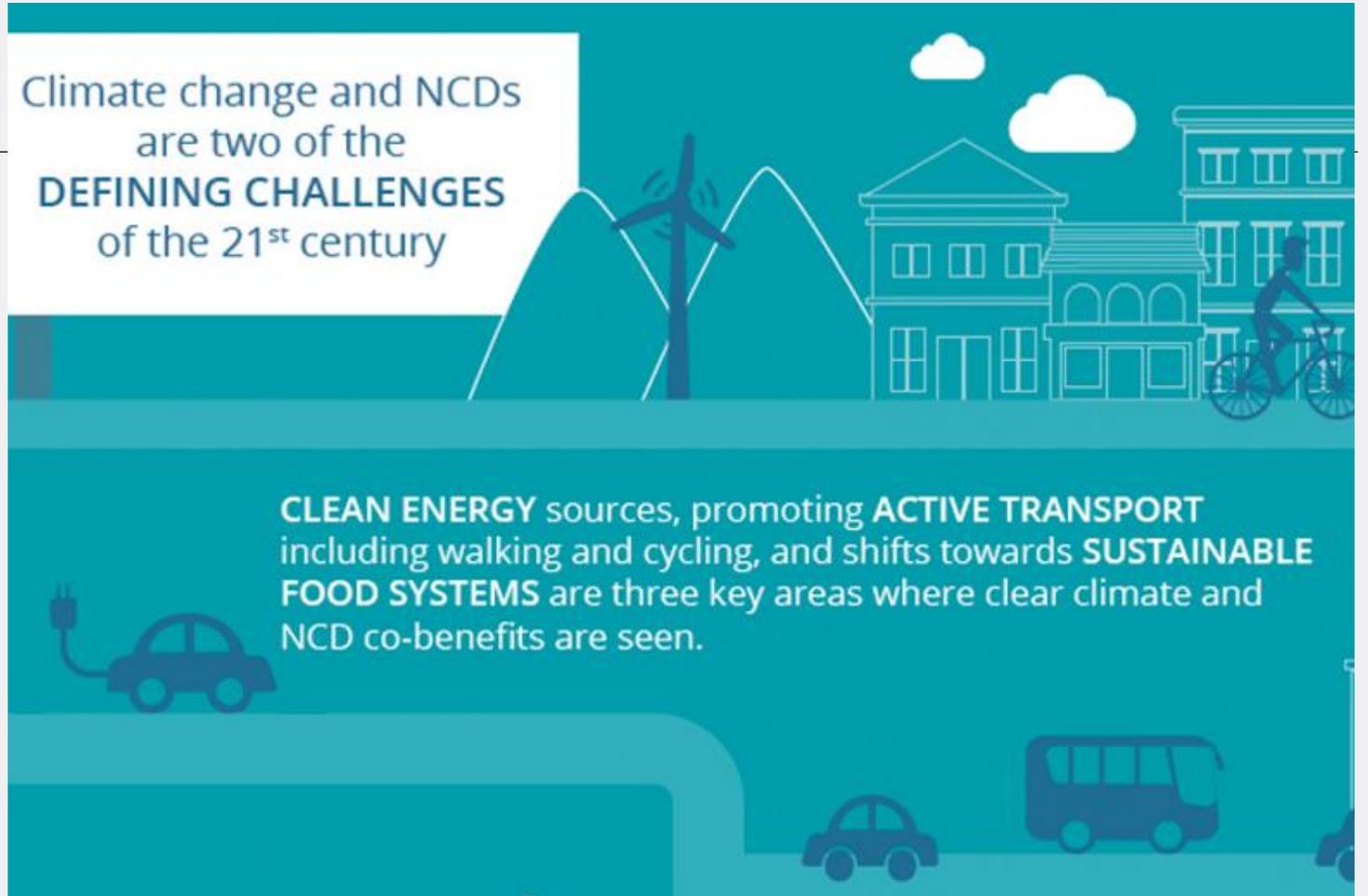
Zenbird and SDGs in Japan



NCDs (nicht
übertragbare
Krankheiten)
PLUS
Klimawandel

Climate change and NCDs
are two of the
DEFINING CHALLENGES
of the 21st century

CLEAN ENERGY sources, promoting **ACTIVE TRANSPORT**
including walking and cycling, and shifts towards **SUSTAINABLE**
FOOD SYSTEMS are three key areas where clear climate and
NCD co-benefits are seen.



Gesundheitsförderung: Lebenswelten



- WHO: Realising our vision for the highest attainable standard of health starts not in the clinic or the hospital, but in **schools, streets, supermarkets, households and suburbs.**
- **Das bedeutet mehr Regulierung und weniger "Erziehung"**
- **Life style drift.....**

Ziel: Kommerzielle Determinanten

Against Cancer

Organization

“Commercial determinants of health are, broadly speaking, those activities of the private sector that affect the health of populations.”

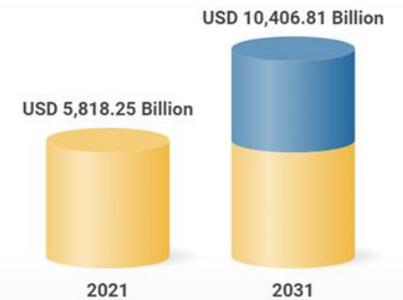
Maani et al. (2021)

Cancer care continuum



Global Food And Beverages Market

Market forecast to grow at a CAGR of 6.0%



<https://www.researchandmarkets.com/reports/5639089>

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE

Global Fast Food – ill health - Industry

Market Size in 2021

USD 647.7 billion

Projected Market
Size in 2030

USD 998 billion

Food corporations are thriving



Nestlé, the world's largest food company, increased its [gross profits](#) last year by almost 3 percent to \$46 billion.



Cargill [recorded](#) a 23 percent jump in revenue last year to \$165 billion—\$6.68 billion of which was profit.



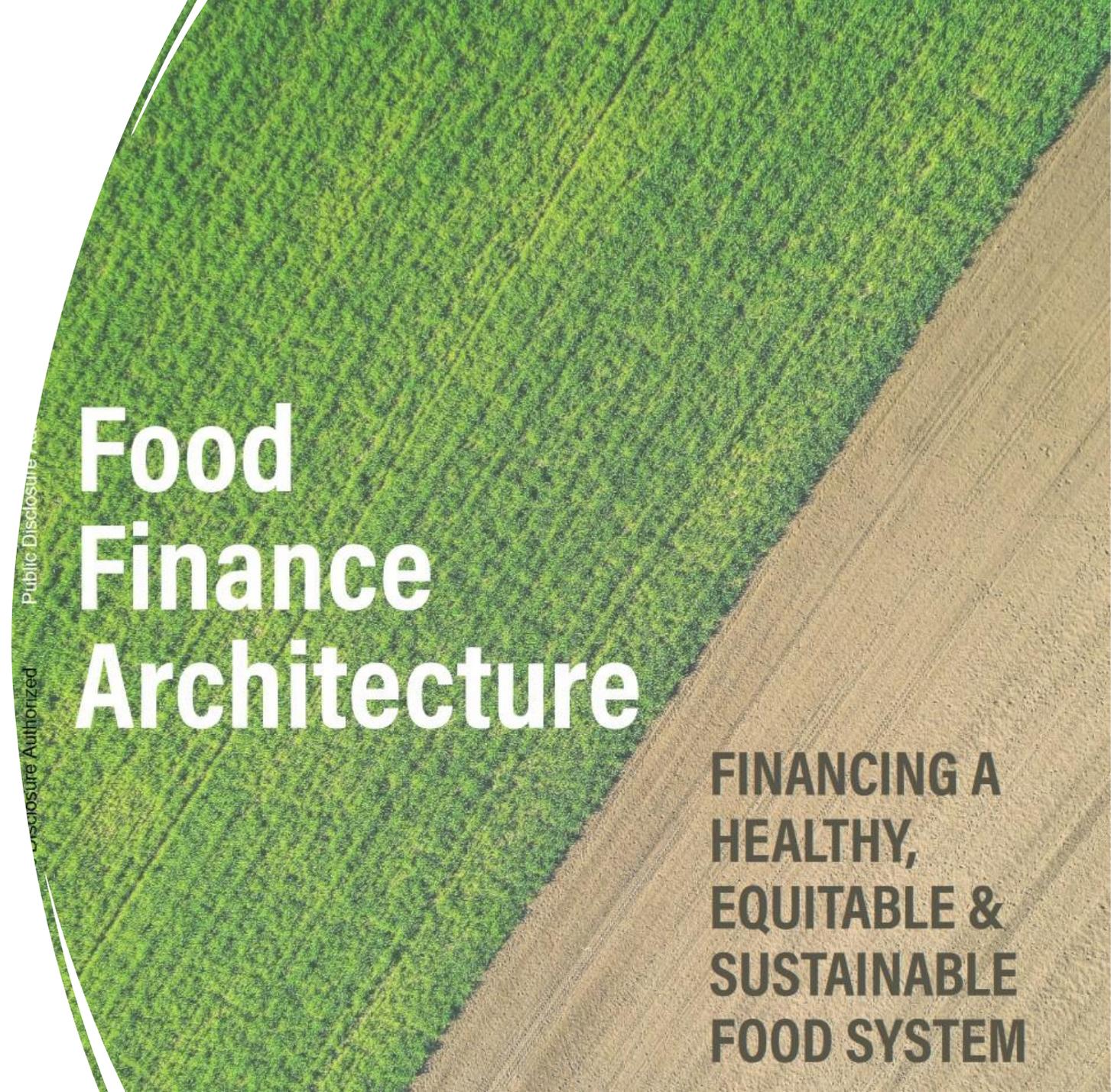
Tyson Foods, the largest meat producer in the U.S., [nearly doubled](#) its profits in the first quarter of 2022 due to soaring meat prices.



Between 2021 and 2022, the food and beverage industry recorded more than \$155 billion in profits.

Today's food systems
generate 12 trillion dollars
in hidden social, economic
and environmental costs.

- Implementing five "food finance imperatives" would not only reduce these costs but help unlock 4.5 trillion dollars in new business opportunities every year.
- **Mobilising smart capital for a more sustainable food system** is key to COVID-19 (coronavirus) recovery, job creation, eliminating hunger, protecting nature and tackling climate change. There is no time to lose.



Public Disclosure Authorized

Food Finance Architecture

**FINANCING A
HEALTHY,
EQUITABLE &
SUSTAINABLE
FOOD SYSTEM**

8 SDGs relate to food



14 SDG OF THE WEEK
1MILLIONSTARTUPS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

(12th of 17 UN SDGs)

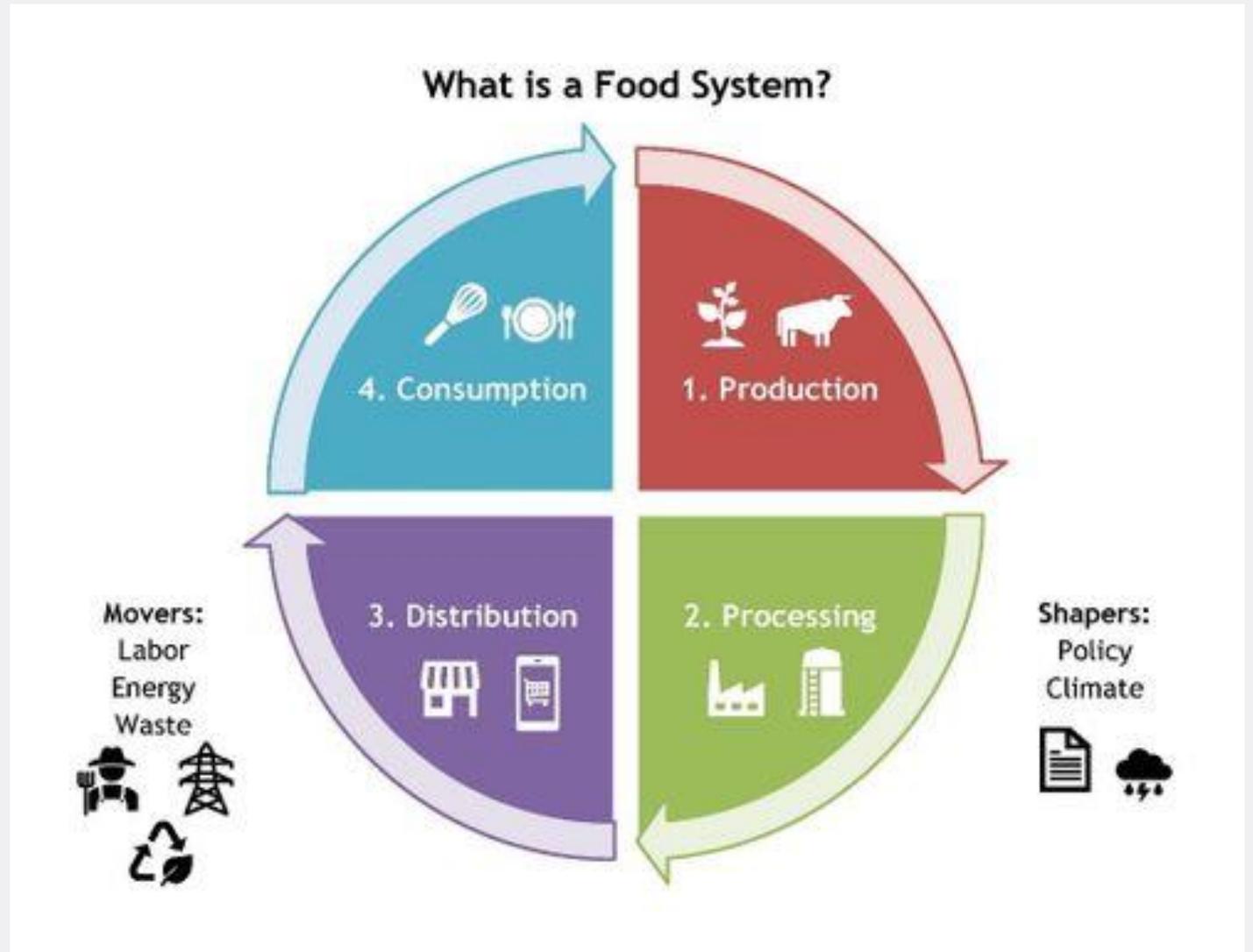


SDG 12 ein
gesundheitspolitisches
Politikziel!





- all the elements and activities related to producing and consuming food, and their effects, including economic, health, and environmental outcomes.



PROCESSED FOODS EXPLAINED



UNPROCESSED

✓ Food as it would be found in nature. These foods are generally highest in nutrients and fiber.



PROCESSED

✓ Food that is canned, frozen, trimmed, or preserved. These foods still contain essential nutrients. Be careful of added sugar, fat, and salt.



ULTRA-PROCESSED

✗ Food which contain few nutrients and fiber. These foods are usually sourced from corn, soy, or wheat with added fat and. Many packaged foods fall into this category.

WWW.CHRISVOGLIANO.COM

Regulierung: Kennzeichnen
Hochverarbeitete Lebensmittel
– UK 57%

Nutri-Score on pack of ultra processed foods



Ultra-processed foods = Nova4

Nutri-Score on pack of non ultra processed foods



Label AB (for organic foods)



Label AB (for organic foods)





Regulierung: Junkfood Werbung Kinder



Kinder, die Werbung für Fast Food sehen, essen **rund doppelt so häufig** diese Produkte wie Kinder, die keiner derartigen Werbung ausgesetzt sind.

Norway's government is to ban the advertising of food and beverage products deemed to be unhealthy targeted at the under 18 age group. The move was approved by a majority in the country's parliament, the Storting, on Friday (2 June 2023). The ban had been proposed last month in a public health white paper.

First in the world to put the consideration of children's health before the interests of the market players.



UPF – Regulierung: Eliminierung Transfette

- “Trans fat has no known benefit, and huge health risks that incur huge costs for health systems,” said WHO Director-General, Dr Tedros Adhanom Ghebreyesus. “By contrast, eliminating trans fat is cost effective and has enormous benefits for health.
- Forty-three countries have now implemented best-practice policies for tackling trans fat in food, with 2.8 billion people protected globally.
- Despite substantial progress, however, this still leaves 5 billion worldwide at risk from trans fat’s devastating health impacts with the global goal for its total elimination in 2023 remaining unattainable at this time.





Building a Case for SSB Taxes

CONDUCT A SITUATION ANALYSIS: Cover health, social, demographic, economic and political information in order to thoroughly understand the implementation context.

SPECIFY POLICY OBJECTIVES: Be clear about your policy objectives as this will shape the solution adopted, can help defend the measure from industry attacks and aid in evaluating the policy.

ASSESS FEASIBILITY AND ACCEPTABILITY: Consider the potential impact as well as the technical, administrative and political feasibility of introducing a new measure.

FRAME THE ISSUE WELL AND CONSIDER POLITICAL ECONOMY: Framing should align with the identified primary objective as well as with the design of the SSB tax policy.

The Manual gives detailed considerations on the process involved in building a case for SSBs, including justifications, strategy, and the management of both political processes and external stakeholders

Steuer Süssgetränke

- Steuerliche Massnahmen
- As of February 2023, national SSB taxes were in effect across 106 countries and territories, covering 52% of the world's population.

Steuern auf ungesunde Produkte



- One of the country's biggest food firms Danone has said ministers should consider taxing products high in fat, sugar or salt to combat the [obesity crisis](#).
- "It is time for the government to move from a policy that favours caution to one that **sets clear parameters for the industry and consumers as to what constitutes a healthy product.**" Danone says some food firms in the UK have not shown "enough appetite to change".

Nachhaltige Produktion: Tobacco Free Farms

- Tobacco-Free Farms is a joint UN initiative of the World Health Organization (WHO), along with the World Food Programme, the Food and Agriculture Organization of the United Nations (FAO), UN Capital Development Fund (UNCDF) and the UN Convention to Combat Desertification (UNCCD), supported by the Secretariat to WHO FCTC and other UN Partners and in collaboration with Ministries of Health and Agriculture.



- 3.2 million hectares of fertile land used to grow tobacco instead of food
 - *The initiative supports countries in creating an enabling and supportive crop production and marketing ecosystem to help farmers shift from tobacco growing to alternative livelihoods. This support enables farmers to stop tobacco-growing contractual agreements and switch to alternative food crops that will help feed communities instead of harming their health, with confidence that a long-term market exists.*
-

Die neue Gesundheitspolitik

Muss dezidiert die
kommerziellen Determinanten
regulieren



THE LANCET

June 4th, 2023 - Number 10183 - Pages 1131-1240 - April 8-14, 2023 www.thelancet.com

"The shift towards market fundamentalism and increasingly powerful transnational corporations has created a pathological system in which commercial actors are increasingly enabled to cause harm and externalise the costs of doing so."

See Series page 1194

World Report

FAR at 20
page 1145

Articles

Etraximod as induction and
maintenance therapy for
ulcerative colitis
See page 1159

Articles

Bivascularisation in acute
coronary syndrome and
multivessel coronary disease
See page 1172

Articles

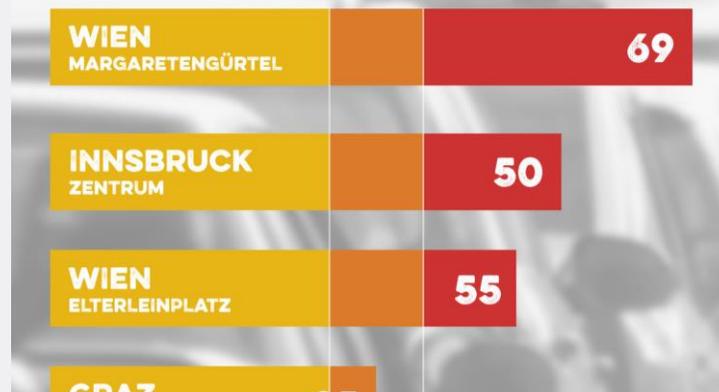
Early childhood lower
respiratory tract infection and
premature adult death
See page 1181

Series

Commercial determinants
of health
See pages 1194, 1196, and 1209

Registered as a newspaper - ISSN 0140-6736
and/or 1823 - Published weekly

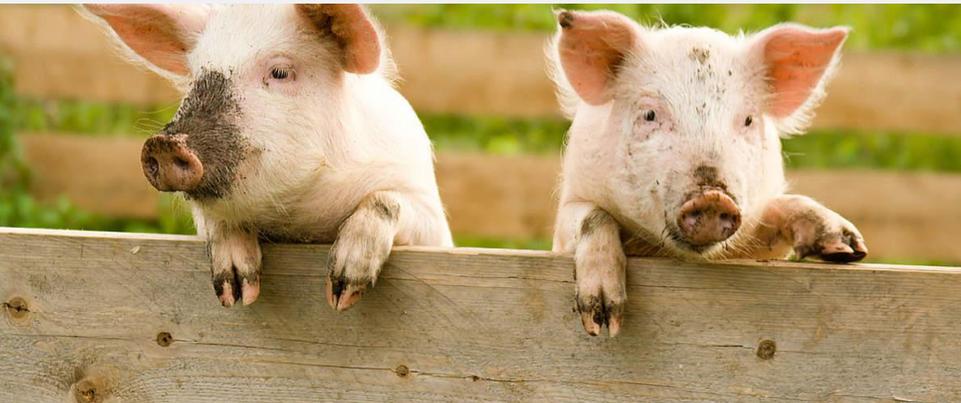
Die neue Gesundheitspolitik



- Ministries of Health deal with the consequences of poor diets, polluted environments, unsafe roads and workplaces, inadequate health literacy, and the aggressive marketing of products that harm health.

- Die Regulierungszuständigkeit muss anders verteilt werden

ONE HEALTH



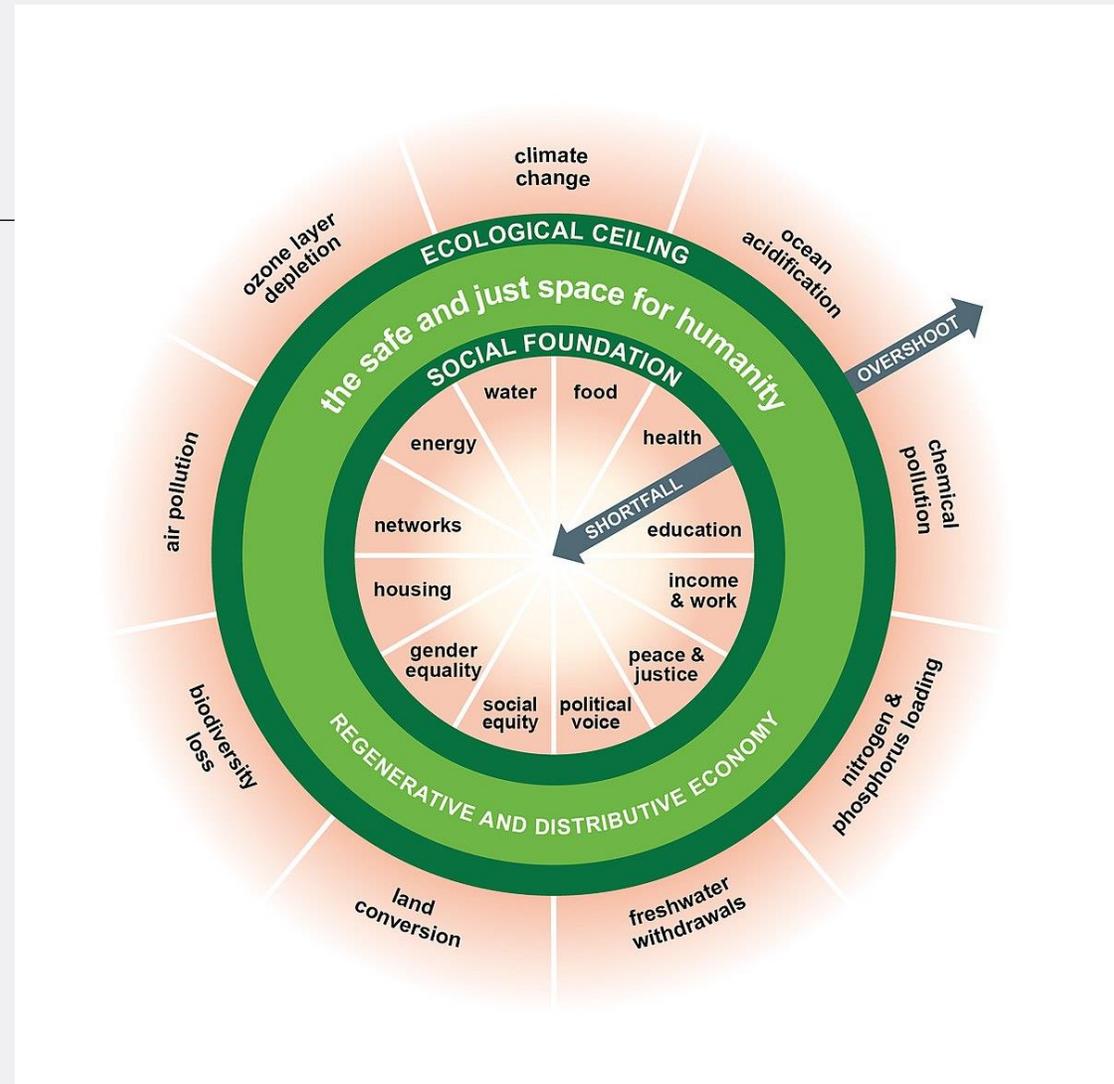
Die neue
Gesundheits
politik:

muss am
Ökosystem
orientiert sein



Doughnut economy

- Als politische Orientierung
- Mission Economy





**Public
Health**

**Global
Health**

**One
Health**

**Planetary
Health**