

# **DETERMINANTES COMERCIALES DE LA SALUD**

**LAS TÁCTICAS DE LAS INDUSTRIAS CONTRA LA SALUD PÚBLICA**

 **CARLOS FERNÁNDEZ ESCOBAR,  
MIR MEDICINA PREVENTIVA Y SALUD PÚBLICA, ESCUELA NACIONAL DE SANIDAD**



PHILIP MORRIS

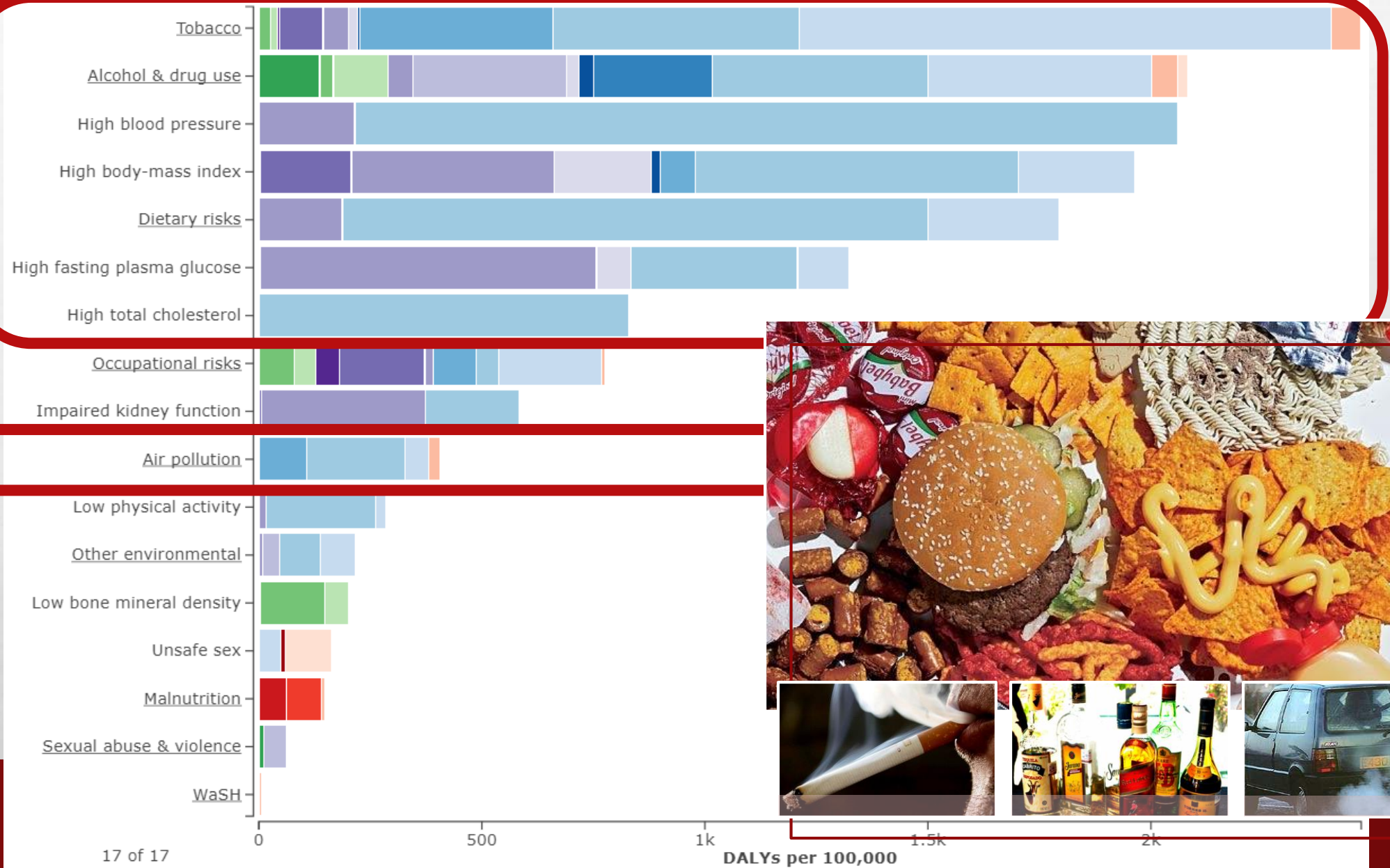


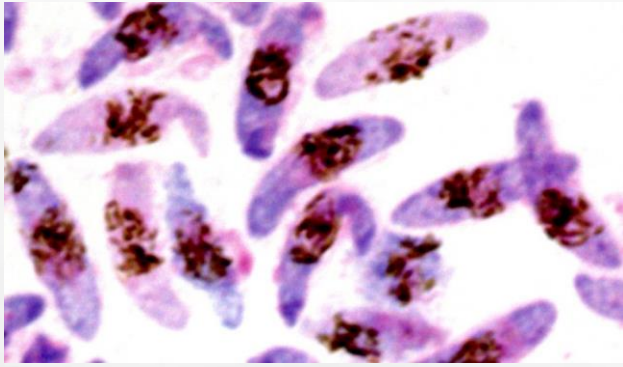
AMERICAN TOBACCO



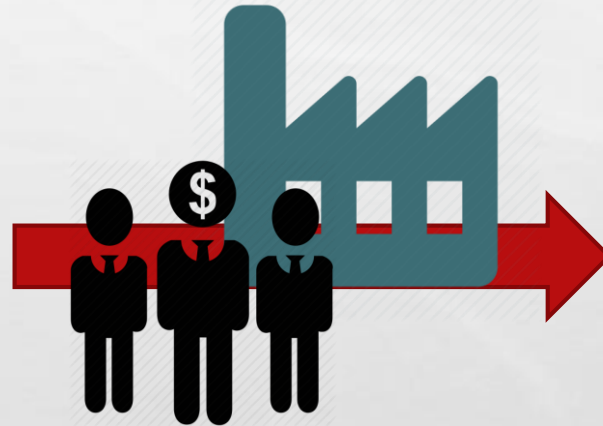
**1994: “I believe that nicotine is not addictive”**

**1963: “Nicotine is addictive. We are, then, in the business of selling nicotine—an addictive drug effective in the release of stress mechanisms”**





**Malaria**



**Enfermedades  
crónicas**





**“The primary goals of food companies are to sell products, increase return to investors, and report quarterly growth to Wall Street. [...] Their corporate responsibility is to induce you to buy more food, not less. Eating less [...] is very bad for business”  
- Marion Nestle**



**“Food companies – just like companies that sell cigarettes, pharmaceuticals, or any other commodity” routinely place the needs of stockholders over considerations of public health.**

**Food companies will make and market any product that sells, regardless of its nutritional value or its effect on health”**

**- Marion Nestle**



**“It is not just Big Tobacco anymore.  
Public health must also contend with  
Big Food, Big Soda, and Big Alcohol.  
All of these industries fear regulation,  
and protect themselves by using the  
same tactics”  
-Margaret Chan**





# **“FABRICAR DUDA”**

- **Insistir en la incertidumbre científica:**

- **“Hacen falta más estudios”**
- **“El problema es complejo y tiene múltiples causas”**
- **“No hay un consenso científico”**

- **“La industria ha aprendido que debatir la ciencia es mucho más fácil y efectivo que debatir las políticas. El público no está en posición de distinguir la buena ciencia de la mala. Por eso crea duda, incertidumbre y confusión”**

# Drinks industry distorts alcohol cancer risk: scientists



Drinks industry organizations often present the relationship between alcohol and cancer as highly complex, implying there is no clear evidence of a consistent link, said the study led by scientists at the London School of Hygiene & Tropical Medicine (LSHTM) and Sweden's Karolinska Institutet.

Other strategies include denying any relationship exists, or saying inaccurately that there is no risk with moderate drinking, the study found. The industry also seeks to mention a wide range of other real and potential cancer risk factors in an effort to present alcohol as just one of many, it added.

Responding to the study, the Distilled Spirits Council, a U.S. alcohol trade association, said it was “a highly selective” review authored by researchers with “anti-alcohol biases”.

**Desacreditar la ciencia**

## Tabaco



**“Doubt is our product since it is the best means of competing with the “body of fact” that exists in the minds of the general public. It is also the means of establishing a controversy”**

## Cambio climático



**“You need to continue to make the lack of scientific certainty a primary issue in the debate... The scientific debate is closing but not yet closed. There is still a window of opportunity to challenge the science”**

**Center for  
Consumer  
Freedom  
(CCF) – Lobby  
múltiple**

**“[Our] strategy is to shoot the messenger ...  
We’ve got to attack [activists’] credibility as  
spokespersons.”**

**Desacreditar la ciencia**

# FINANCIAR ESTUDIOS FAVORABLES A LA INDUSTRIA

## Relación entre bebidas azucaradas y obesidad



# **INFLUIR EN GRUPOS CIENTÍFICOS Y EN EL GOBIERNO**

- **“Infiltrarse” en grupos científicos y políticos.**
- **Pagar a celebridades y expertos.**
- **Patrocinar sociedades científicas, conferencias...**
- **Financiar partidos políticos.**
- **Lobby político.**
- **...**



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# Emails Show How the Food Industry Uses 'Science' to Push Soda

A conversation between two former Coke executives reveals some of the tricks of the trade.



Carlos Fernández

@pezcharles



Mensajes contradictorios para la población...  
¿Nos aclaramos? @sanidadgob  
@mapamagob

**MINISTERIO DE SANIDAD, SERVICIOS SOCIALES E IGUALDAD**

**VERSUS**

**MINISTERIO DE AGRICULTURA, ALIMENTACIÓN Y MEDIO AMBIENTE**

**Ministra de Agricultura:**  
"hay que conseguir que el vino vuelva a estar de moda"

**Responsable de la campaña:**  
"El objetivo es [...] acercar a los jóvenes al vino"

El 68,2% de los menores de edad ha consumido alcohol en el último mes.  
Su consumo continuado afecta a órganos que están en desarrollo, como el hígado, el páncreas y especialmente el cerebro.

Pero tranquilo,  
**tu hija**  
seguro que no  
**bebe**  
¿verdad?

*Marida mejor tu vida*

15:34 - 17 nov. 2017

264 Retweets 213 Me gusta



**We make Virginia Slims especially for women because they are biologically superior to men.**

That's right, superior. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome...which some experts consider to be the inferior chromosome.

They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of

the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts,

shortsightedness, night-blindness, nomadism, retinal detachment, and white occipital locks of hair.

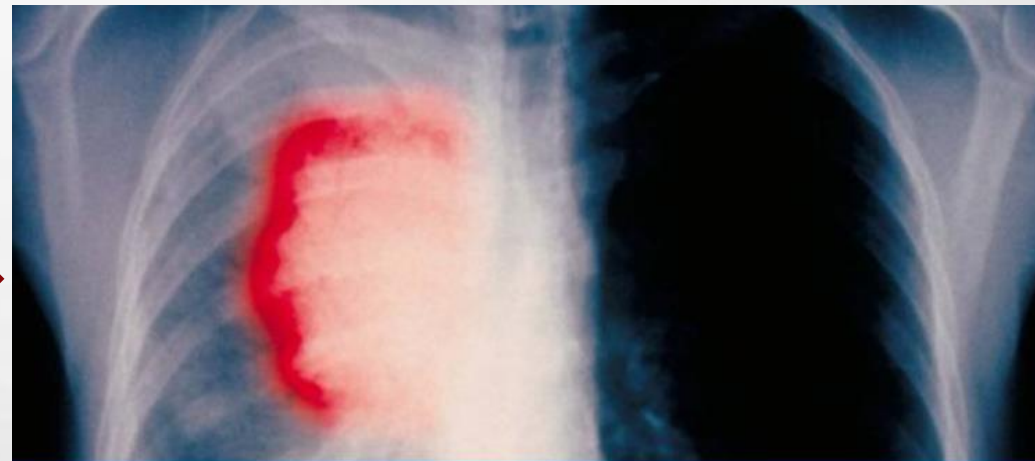
In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.



**Virginia Slims.**  
Slimmer than the fat cigarettes men smoke.  
With rich Virginia flavor women like.

**You've come a long way, baby.**

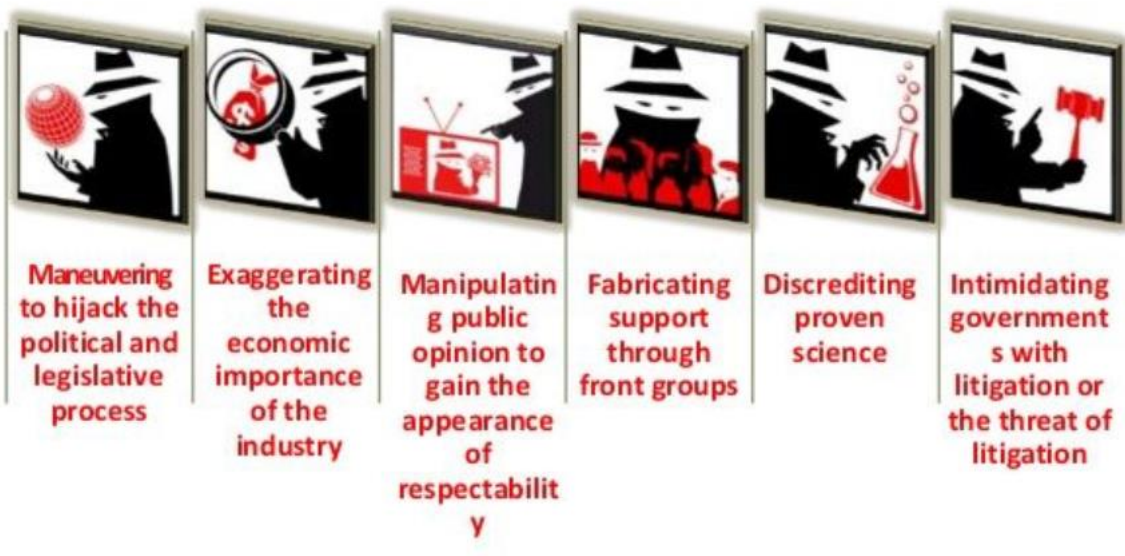
## **Campaña dirigida a "jóvenes y mujeres"**



**EL PAÍS**

**El cáncer de pulmón ya mata a más mujeres que el de mama**

## FORMS OF TOBACCO INDUSTRY INTERFERENCE IN TOBACCO CONTROL POLICY MAKING



FRAMEWORK CONVENTION  
**ALLIANCE**

Ending Tobacco Industry-ILO Cooperation  
Once and for All

# United Nations Global Compact: an 'Inroad' into the UN and reputation boost for the tobacco industry

Yvette van der Eijk<sup>1</sup>, Patricia A McDaniel<sup>2</sup>, Stanton A Glantz<sup>1, 3</sup>, Stella A Bialous<sup>1, 2</sup>

**Background** The United Nations Global Compact (UNGC), a UN initiative to engage corporations in supporting the UN's mission,

**Results** Tobacco companies sought to join the UNGC for two reasons: (1) to improve their reputation, in keeping with other corporate social responsibility efforts; (2) to gain proximity to UN agencies and weaken the WHO's influence, part of an overall strategy to undermine the WHO Framework Convention on Tobacco Control.

# EPA's Pruitt and staff to attend chemical industry meeting at luxury resort next week



Scott Pruitt, administrator of the Environmental Protection Agency. (Andrew Harrer/Bloomberg News)

# Francia juzga a un médico que minimizó el impacto de la polución y ocultó que le pagaba una petrolera

Michel Aubier está acusado de perjurio por testificar ante el Senado sin advertir que era asesor de Total



Aubier ha recibido en Francia el apodo de “doctor diésel” por su insistencia en minimizar el impacto del diésel en la salud

Su defensa asegura que, pese a su vínculo económico con la petrolera, Aubier no tenía ningún conflicto de intereses y que su testimonio fue sincero.

**CREAR “GRUPOS FACHADA”**



**iedar**

INSTITUTO DE ESTUDIOS DEL  
**AZUCAR Y LA REMOLACHA**

El Centro de Información Cerveza y Salud está promovido por la Asociación de Cerveceros de España, si bien es labor del Comité Científico la supervisión de la investigación llevada a cabo por el CICS, así como de avalar las conclusiones que de esta investigación se extraen. El Comité Científico trabaja siempre de manera independiente y autónoma.



Deportistas de élite se unen a Fundación Alimentum y AECOSAN en la promoción de hábitos de vida saludables





# Fundación Dieta Mediterránea



**DESVIAR LA ATENCIÓN:  
“RESPONSABILIDAD SOCIAL  
CORPORATIVA”**



## McDonald's deja de patrocinar los Juegos Olímpicos

El COI y la empresa ponen fin a un contrato de 41 años







**MAPAMA**  @mapamagob · 20 h

Lo mejor de la vida sana es compartirla con buena compañía. Esta mañana, García Tejerina en @TurfZH con @BeerRunners\_es como @JesusCalleja.



Cerveceros de España

Un refresco, tu mejor combustible al volante



## Conoce a las finalistas de GIRA Mujeres: el proyecto de Coca-Cola para apoyar el emprendimiento femenino en España

Por : **Patricia M. Licerias** | 25/09/2017

## Las entidades sociales especializadas en impulsar la empleabilidad juvenil, claves en GIRA Jóvenes Coca-Cola

Por : **Patricia M. Licerias** | 11/10/2017



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*Coca-Cola*

**INVOCAR LA “AUTORREGULACIÓN”**

# Así es como Coca-Cola en España está consiguiendo reducir el azúcar en su oferta de bebidas

Por : **Coca-Cola** | 12/06/2017





**Dr Sandro Demaio** ✓

@SandroDemaio

Siguiendo



"If PMI were truly committed to a smoke-free world, it would support proven policies.

Instead, it opposes them."

[who.int/mediacentre/ne](http://who.int/mediacentre/ne) ...

Traducir del inglés



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## Media centre

### WHO Statement on Philip Morris funded Foundation for a Smoke-Free World

WHO statement  
28 September 2017

14:55 - 28 sept. 2017 desde Ginebra, Suiza

## Editorials

### Tobacco giant wants to eliminate smoking ...

... and pigs might fly

*BMJ* 2017 ; 358 doi: <https://doi.org/10.1136/bmj.j4443> (Published 26 September 2017)

**“Yo tengo P.O.D.E.R.”** (*I have the power*) is an educational project funded by Philip Morris that has been carried out in several Latin American countries,

The final message is that it is up to youth “to decide” whether or not to smoke.\* These programs provide no information on the risks of smoking or on the influence of the tobacco industry’s misleading marketing practices.

According to an internal document from Philip Morris International:

*“The ultimate means for determining the success of this program will be: 1) A reduction in legislation introduced and passed restricting or banning our sales and marketing activities; 2) Passage of legislation favorable to the industry; 3) Greater support from business, parent, and teacher groups.” \**

# **MANIPULAR EL LENGUAJE**

# NUTRICIÓN

◀ IES DE INTERÉS (COCA-COLA Y EL BIENESTAR)

**RECOMENDAMOS**

DOCUMENTACIÓN Y PRENSA

COLABORACIONES

## Balance energético, un nuevo paradigma y aspectos metodológicos: Estudio ANIBES en España

### Programa de Educación en Nutrición y **Balance Energético**

8/6/2017

Queremos impulsar acciones que contribuyan a mitigar los altos índices de **obesidad** y sobrepeso en México, es por eso que sumamos esfuerzos con autoridades y sociedad civil para impartir el programa de **Educación en Nutrición** y **Balance Energético**, el cual consiste en la capacitación en temas de alimentación adecuada, grupos de alimentos y acciones para promover la **actividad física**.



Mexico enacts soda tax in effort to combat world's highest obesity rate



## Los snacks no son sanos y pueden llevar a la obesidad. [ Falso ]



No existen alimentos buenos o malos, sino dietas variadas, completas y equilibradas, o no. Los snacks están hechos con materias primas de origen natural y de primera calidad. No se debe excluir ningún alimento de la dieta, ya que una forma de vida sana y saludable se fundamenta en un estilo de vida activo y en el que se ingieren alimentos variados, sin excluir ningún alimento de la dieta. Eso sí, de forma inteligente ya que lo que constituye un riesgo para la salud es la proporción y la forma en la que se consumen.

La obesidad es un problema que no tiene una única causa ni solución. Los snacks contribuyen en una pequeña parte (menos del 3%) a la ingesta total energética.

EURODIET (Programa nutricional creado para tratar el sobrepeso y la obesidad) recomienda que menos de un 30% de la energía diaria que ingerimos provenga de grasas. Para alguien que consuma unas 2.000 Kcal diarias, unos 66g de grasas proporcionarían el 30% de la energía que necesita. Una porción de 25 g. de patatas fritas (el equivalente a media bolsa de consumo individual) proporcionaría una octava parte de esa cantidad.

Para combatir la obesidad, la OMS recomienda, al menos, 30 minutos de ejercicio de intensidad moderada varios días a la semana.

# MANIPULAR EL LENGUAJE

- **Argumentos habituales:**
  - **“Libertad y responsabilidad individual”**
  - **“Papá Estado”, victimización**
  - **“Los avances tecnológicos y el mercado solucionarán el problema”**
  - **Exagerar la importancia económica de la industria y vaticinar pérdidas económicas y de empleos si se establecen regulaciones**
  - **...**



## **“Responsabilidad individual”**

The notion that **obesity is caused by the irresponsibility of individuals**, and hence not corporate behavior or weak or counterproductive government policies, is the centerpiece of food industry arguments against government action. Its conceptual cousin is that **government intervention unfairly demonizes industry, promotes a “nanny” state, and intrudes on personal freedoms**. This libertarian call for freedom was the tobacco industry’s first line of defense against regulation.

# LUCHA JUDICIAL

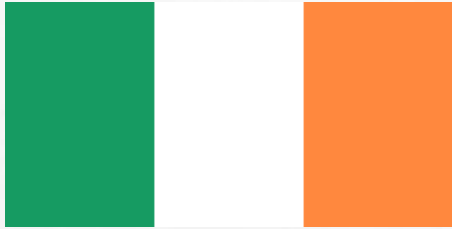
- **(Amenazas de) litigios.**
- **Eliminar o retrasar las políticas.**



# Philip Morris cigarettes charged millions after losing plain packaging case against Australia

Court of arbitration finds Philip Morris Asia case to be 'an abuse of rights' and says it must pay Australia's multi-million dollar legal costs





## HARM FROM OUR DRINKING IN 2013



**4.59million**  
total population of Ireland

**2.48million**  
people in Ireland drink

**1.34million**  
or 54% of people who drink,  
drink harmfully

**176,999**  
people in Ireland are dependent drinkers

A menu board with a white background and dark text. The word 'Calories' is printed in a large, bold font. Below it, a list of breakfast items is shown with their corresponding calorie counts. The items are: 'Hot Cakes w...', 'Hot Cakes o...', 'Big Breakfast', 'Deluxe Break', and 'Breakfas'. The calorie counts are: 450, 600, 580, 660, 560, and 570. The menu board is slightly out of focus.

Item	Calories
Hot Cakes w...	450
Hot Cakes o...	600
Big Breakfast	580
Deluxe Break	660
Breakfas	560
	570

# RECAPITULACIÓN



¿¿¿¿QUÉ HACER???

Food, beverage, and supplement companies are happy to fund research with a high probability of supporting marketing objectives. Industry-funded research almost invariably comes out with results favorable to the sponsor's commercial interests.

It's unreasonable to expect otherwise. Food companies are not public health agencies; they are businesses expected to generate profits and returns to shareholders—that is their #1 priority.

The moral for public health: don't take the money.

# FOOD POLITICS



*by* Marion Nestle

# INTIMIDATION

STOP TOBACCO INDUSTRY INTERFERENCE



Tobacco industry tactics to undermine tobacco control must be exposed and resisted.

World No Tobacco Day, 31 May  
[www.who.int/tobacco](http://www.who.int/tobacco)



World Health Organization

**Tobacco industry tactics to undermine tobacco control must be exposed and resisted.**

According to World Health Assembly resolution WHA54.18 (WHO 2001), "the tobacco industry has operated for years with the express intention of subverting the role of governments and of [the World Health Organization] in implementing public health policies to combat the tobacco epidemic." This is not surprising, since the industry's stated approach, according to internal tobacco industry documents, is:

*"to fight aggressively, with all available resources, against any attempt, from any quarter, to diminish our ability to manufacture our products efficiently, and market them effectively." (Parrish 1995) \**

In a 2008 report, WHO argued that the tobacco industry is not and cannot be a partner in effective tobacco control. The industry has and will continue to interfere in implementation of effective tobacco control, as outlined in the articles of the WHO FCTC. Such interference can be minimized by strict controls on interactions and by setting rules of engagement, as well as by demanding transparency and disclosure of tobacco industry conduct and finances. \*

### **Protections against Tobacco Industry Interference: Article 5.3**

#### **Guidelines for the implementation of Article 5.3**

##### **Guiding principles:**

Principle 1: There is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health interests.

Principle 2: Parties, when dealing with the tobacco industry or those working to further its interests, should be accountable and transparent.

Principle 3: Parties should require the tobacco industry and those working to further its interests to operate and act in a manner that is accountable and transparent.

Principle 4: Because their products are lethal, the tobacco industry should not be granted incentives to establish or run their business.

# BIBLIOGRAFÍA INTERESANTE

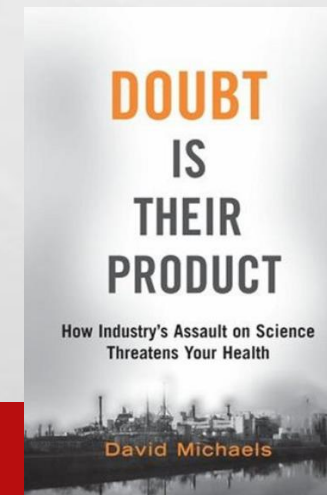
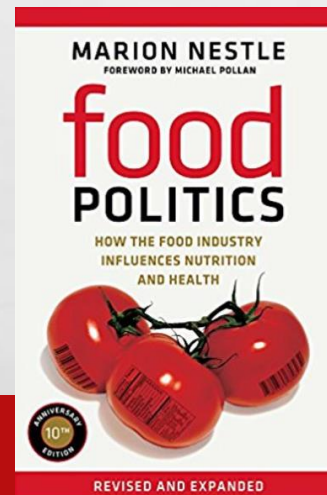
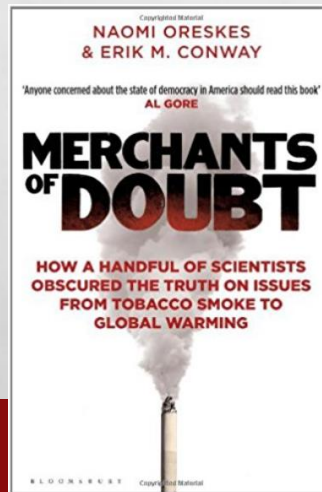
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**What Public Health Practitioners Need to Know About Unhealthy Industry Tactics.**

Moodie AR<sup>1</sup>.

**Food industry conflicts of interest: Strategies of the Spanish food and drink industries to undermine public health**

Miguel Ángel Royo-Bordonada\*, MD, PhD



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Financial Conflicts of Interest and Reporting Bias Regarding the Association between Sugar-Sweetened Beverages and Weight Gain: A Systematic Review of Systematic Reviews

Maira Bes-Rastrollo , Matthias B. Schulze, Miguel Ruiz-Canela, Miguel A. Martinez-Gonzalez

**Can the Food Industry Play a Constructive Role in the Obesity Epidemic?**

David S. Ludwig, MD, PhD; Marion Nestle, PhD, MPH

HEALTH AFFAIRS > VOL. 29, NO. 3: CHILD OBESITY: THE WAY FORWARD

**Personal Responsibility And Obesity: A Constructive Approach To A Controversial Issue**

Kelly D. Brownell<sup>1</sup>, Rogan Kersh<sup>2</sup>, David S. Ludwig<sup>3</sup>, Robert C. Post<sup>4</sup>, Rebecca M. Puhl<sup>5</sup>, Marlene B. Schwartz<sup>6</sup>, and Walter C. Willett<sup>7</sup>... [See fewer authors](#) ^

**Tobacco and Public Health: From Theory to Practice (2016 Version)**



**¡DEBATE!**

**¿Cómo contrarrestar las tácticas de las industrias  
contra la salud pública?**

