

CONFLICT OF INTEREST STATEMENT

- I work at Cochrane, the international network which produces Cochrane systematic reviews, leading their advocacy function.
- This research does not represent the views of Cochrane.



OVERVIEW

SETTING THE SCENE

Context + methods

> KEY FINDINGS

Overview of the two main frames

> IMPLICATIONS FOR AN FCAC

What does this mean in terms of a binding global instrument for alcohol?





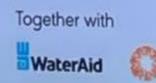


This is what change looks like.

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METHODS

- Frame analysis of alcohol industry responses to WHO consultations
 - Implementation of the Global Strategy, Oct-Nov 2019 (38 responses)
 - Development of an Action Plan, Nov-Dec 2020 (72 responses)
- Interested in alcohol industry framing of its role in global health governance
- Range of industry actors
 - Trade associations
 - Companies
 - Social aspects / public relations organisations (SAPROs)
 - Think tanks



KEY FINDINGS

TWO FRAMES



Collaborative

- Alignment between industry and public health
- Mainstreaming of whole-of-society approaches
- Advocacy for self-regulation



Adversarial

- Conflict of interest
- Dissatisfaction with perceived industry exclusion
- Dismissal of an FCAC



COLLABORATIVE

- O Alignment between industry and public health
- Mainstreaming of whole-of-society approaches
- Advocacy for self-regulation





"IARD and its member companies stand ready to play our part and contribute towards strengthening the achievement of our shared public health objectives in reducing the harmful use of alcohol."



"A recovery from the pandemic... should incorporate policies that nudge consumers toward beer and other low alcohol concentration beverages by design... such policies are good for recovering economies and aligned with national and global public health objectives."

COLLABORATIVE

- O Alignment between industry and public health
- O Mainstreaming of whole-of-society approaches
 - Phrase 'whole of society' appeared 122 times across 41 submissions
 - References to Global Strategy, SDGs, UN Political Declaration on NCDs (2018)
- Advocacy for self-regulation



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ADVERSARIAL

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"Belgian Brewers does not believe there is an inherent conflict of interest between the brewers' interests and those of public health."



"There is **no inherent conflict**and we seek to intensify the
partnership that we have with
government, NGO's and other
members of the Dutch National
Prevention Agreement
initiative."



"One of the major setbacks for achieving this 'all of society approach' is the assumption that all collaboration with the private sector has a deep-set and unsurmountable conflict of interest... this doesn't have to be so."



"We are unaware as to the meaning of the phrase 'commercial determinants of health' and what it means in the context of GAS."



"With a group of academics committed to serving public health goals acting as a firewall between industry funding and scientific research, industry funds could be used to respond to both its own interests and the public good."



"Economic operators welcome dialogue with WHO and academic institutions to explore mechanisms to enable credible private sector support for alcohol health and policy-related research, which addresses perceived conflicts of interest."

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ADVERSARIAL

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"seek international solutions within the WHO's mandate if appropriate actions to protect the health of populations cannot be implemented."



"A framework convention has already been considered and rejected by the Executive Board, and that member states have made clear they do not support this initiative."

"It is particularly troubling that the WHO Secretariat continues to suggest potential need for a "global normative law on alcohol at the intergovernmental level" without clearly stating that such a model was explicitly not supported by Member **States during the 2020 World Health** Assembly."

"The introduction of this as a matter for consideration is **both** unhelpful and unsupported by previous decisions of the World Health Assembly which agreed the roadmap for the Global Alcohol strategy. We ask that references to a framework convention for alcohol be







removed."

IMPLICATIONS FOR AN FCAC

IMPLICATIONS

- FCAC presented as definitively rejected proposal and as inconsistent with SDGs
- Alcohol industry ignores the Member States who have shown interest in an FCAC
- Text to "seek international solutions within the WHO's mandate" remained in final Action Plan



WHA 48.11 An international strategy for tobacco control



FORTY-EIGHTH WORLD HEALTH ASSEMBLY

WHA48.11

Agenda item 1

12 May 1995

An international strategy for tobacco control

The Forty-eighth World Health Assembly,

Recalling and reaffirming resolutions WHA33.35, WHA39.14, WHA43.16 and WHA45.20, all calling for comprehensive multisectoral, long-term tobacco strategies and outlining the most important aspects of national, regional and international policies and strategies in this field;

Recognizing the work carried out by the Organization in the field of tobacco or health, and noting that the plan of action of the "tobacco or health" programme for 1988-1995 comes to an end this year;

Noting that the Director-General and the Secretariat contributed to the success of the Ninth World Conference on Tobacco and Health (Paris, October 1994) at which an international strategy for tobacco control was adopted covering the essential aspects of WHO policy in this field: curbing of the promotion of tobacco products, demand reduction particularly among women and young people, smoking cessation programmes, economic policies, health warnings, regulation of tar and nicotine content of tobacco products, smoke-free environments, and marketing and monitoring,

- COMMENDS the International Civil Aviation Organization response to ban smoking on all international flights as of 1 July 1996:
- 2. URGES those Member States that have already successfully implemented all or most of a comprehensive strategy for tobacco control to provide assistance to WHO, working with the United Nations system focal point on Tobacco or Health (located in United Nations Conference on Trade and Development), so that these bodies can effectively coordinate the provision of timely and effective advice and support to Member States seeking to improve their tobacco control strategies, including health warnings on exported tobacco products;
- 3. REOUESTS the Director-General:
 - (1) to report to the Forty-ninth World Health Assembly on the feasibility of developing an international instrument such as guidelines, a declaration, or an International Convention on Tobacco Control to be adopted by the United Nations, taking into account existing trade and other conventions and treaties:
 - (2) to inform the Economic and Social Council of the United Nations of this resolution

REQUESTS the Director-General:

(1) to report to the Forty-ninth World Health Assembly on the feasibility of developing an international instrument such as guidelines, a declaration, or an International Convention on Tobacco Control to be adopted by the United Nations, taking into account existing trade and other conventions and treaties;

IMPLICATIONS

- O Action on conflict of interest as a way forward
 - FCAC as a solution for conflict of interest
 - ...or conflict of interest to support an FCAC?
- Olarity on engagement with the alcohol industry and industry's role





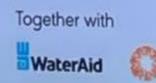


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Thank you

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