

**ANNUAL REPORT OF THE DIRECTOR OF PUBLIC HEALTH 2022/23****Report of Executive Director of Health, Housing and Communities****1. Purpose of the Report**

- 1.1 To provide an overview of the Annual Director of Public Health Report (ADPHR) 2022/23 which describes the health and needs of the local population, focusing on issues pertinent to our communities.
- 1.2 To provide recommendations from the ADPHR for continuing to improve the health and wellbeing of our population and reducing health inequalities.

**2. Background**

- 2.1 This year's ADPHR (appendix one) explores the concept of commercial determinants of health, its impact on health outcomes, and recommendations to address them.
- 2.2 Everyone is affected by commercial determinants in different ways. The report raises awareness of commercial determinants and highlights what we can do at a local level to mitigate the negative and promote the positive impacts that some industries can have on the health and wellbeing of our local communities. It includes some case studies of work that is happening both locally as well as nationally, with a number of recommendations set out to help direct our work.

**3. Annual Director of Public Health Report 2022/23 – Commercial Determinants of Health: Whose Choice is it?**

- 3.1 Commercial determinants of health refer to the business practices and policies that influence health outcomes. The commercial sector plays a significant role in shaping health outcomes, both positively and negatively. On the one hand, commercial activities can contribute to economic growth, job creation, and improved standards of living, which can have positive impacts on health outcomes. On the other hand, commercial activities can also have negative impacts on health, such as through the promotion of unhealthy products and practices such as sugary drinks or processed foods, or through environmental degradation.
- 3.2 Everyone in society is affected by commercial determinants in different ways, but some groups and individuals have felt and continue to feel the biggest impacts. To address this, we need to play our part in rebalancing the impact and focus on both the social and commercial determinants of health.
- 3.3 The commercial determinants of health have a significant impact on health outcomes. Commercial sector products and practices from four main areas;

alcohol, tobacco, diet and air pollution attribute to a third of all global deaths from non-communicable diseases including obesity, diabetes, cardiovascular health, cancer. In Sunderland, non-communicable diseases contribute significantly to the gap in life expectancy between the most and least deprived quintiles. The marketing of unhealthy products can also contribute to the adoption of unhealthy behaviours, such as smoking and excessive alcohol consumption. The regulation and governance of commercial activities can also have significant impacts on health outcomes.

3.4 The report focuses on the main unhealthy commodity industries which impact on health, these are:

- Food and drink
- Tobacco
- Alcohol
- Gambling
- Environment including fossil fuels and pollution
- Formula milk
- Working conditions and benefits.

3.5 The report recognises that some of the most impactful interventions to tackle commercial determinants need to come at a national and even international level working with business and investors to have better corporate governance and encourage better corporate practices. However, a local public health approach will centre on the premise that we cannot only focus on the harm caused by commercial determinants on the individual; we must also work further upstream and across the system.

3.6 To help direct our work and move forward together there are several recommendations set out at the end of the report as well each main unhealthy commodity section of the report.

#### **4. Recommendation**

4.1 The Health and Wellbeing Scrutiny Committee is recommended to support the recommendations contained within the Annual Director of Public Health Report 2022/23 – Commercial Determinants of Health: Whose Choice is it?

#### **Appendix one:**

Annual Director of Public Health Report (ADPHR) 2022/23

[DirectorOfPublicHealthAnnualReport2022-2023.pdf \(sunderland.gov.uk\)](#)