

Public Health & Consumption Management

Some global thinking and local
experiences

Somsak Chunharas
President

National Health Foundation

Outline



- ❧ Brief history of public health
- ❧ Other disciplines addressing behavioural sciences
- ❧ Examples of public health in behavioural changes
- ❧ Food waste/loss and possible strategies from lessons in public health

Brief History of Public Health



- ❧ Public health as population-based medicine
- ❧ Public health as population-based health intervention programme
- ❧ Ottawa charter on health promotion and “the new public health”
 - ❧ Not only educating/empowering individual
 - ❧ Not only public health programmes (and policies)
 - ❧ Healthy environment & (healthy) public policies are crucial
- ❧ Healthy behaviour and “enabling environment” (going beyond victim blaming)
- ❧ Public health and health equity (SDG 3)



SUSTAINABLE DEVELOPMENT GOAL 3

Ensure healthy lives and promote well-being for all at all ages



PROGRESS & INFO (2017)

PROGRESS & INFO (2016)

TARGETS & INDICATORS

The global indicator framework was developed by the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) and agreed to, as a practical starting point at the 47th session of the UN Statistical Commission held in March 2016. The report of the Commission, which included the global indicator framework, was then taken note of by ECOSOC at its 70th session in June 2016. [More information.](#)

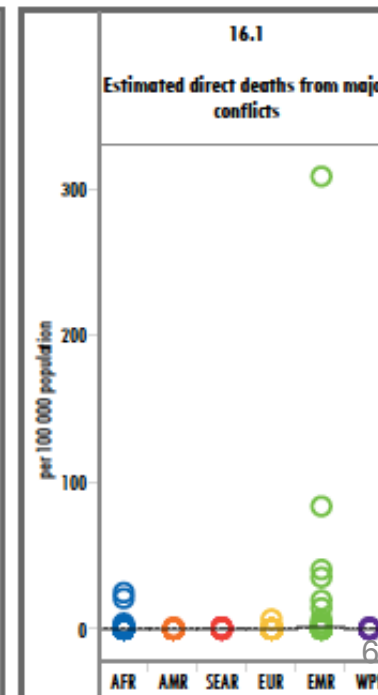
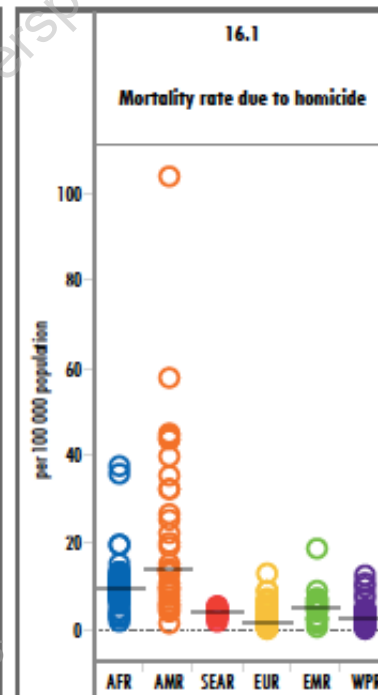
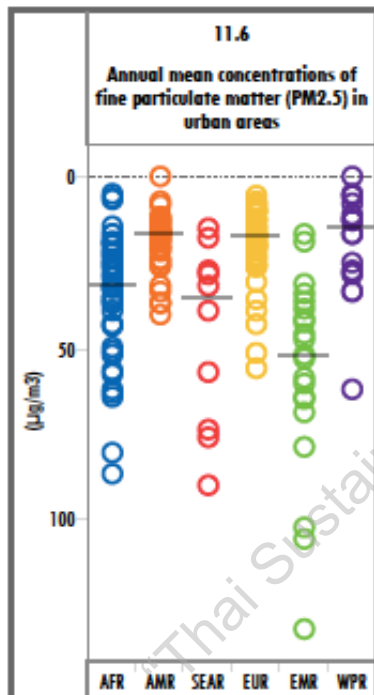
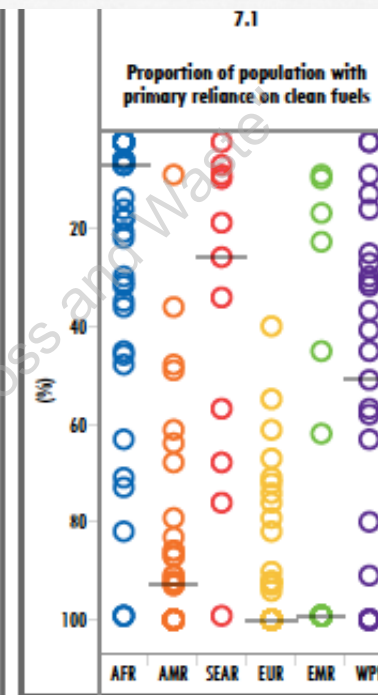
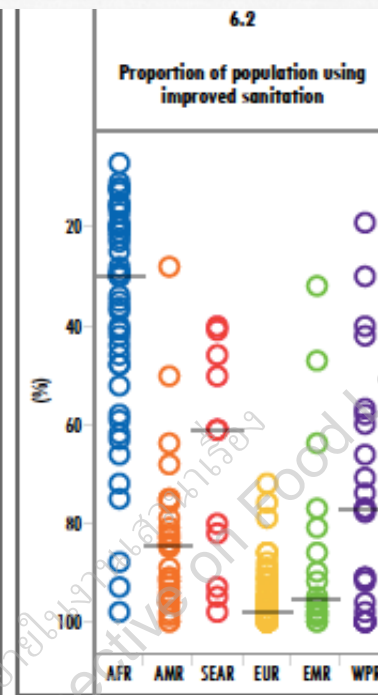
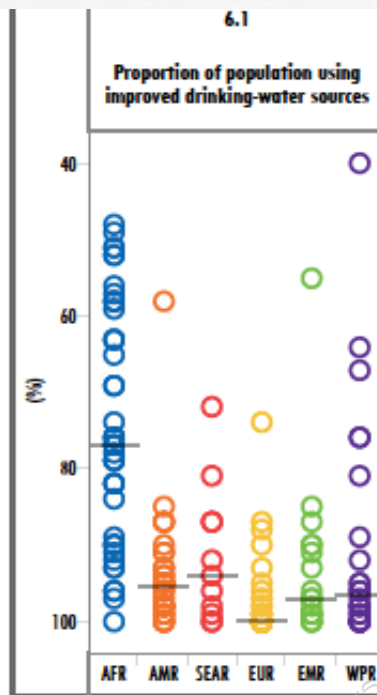
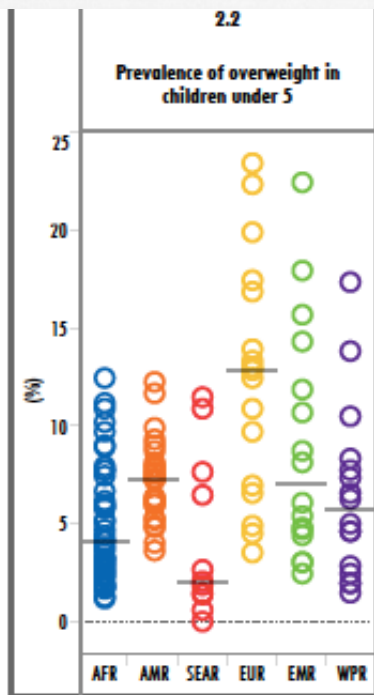
TARGETS

3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births

INDICATORS

3.1.1 Maternal mortality ratio

3.1.2 Proportion of births attended by skilled health personnel



Other disciplines on behaviours



- ❧ Economics – economic rationality as basic driver of “consumption behaviours” and “economic activities”. => what makes people do what they do => individual profit (economic gains) maximization
- ❧ Behavioural sciences – general sciences about why people do what they do (not based on economic rationality)
- ❧ Psychology – why people behave strangely (from “normal” people) => sciences of “abnormal” behaviours

Other disciplines



- ❧ Public health – what are “unhealthy” behaviours and what can we do about it – individual level (health care), population level (public health programmes) and system level (health/healthy policies)
- ❧ Behavioural economics – sciences about incentives beyond simple classical economic rationality and what can we do about it => nudging (liberal paternalism)

Richard H. Thaler
Cass R. Sunstein

Nudge



Improving Decisions
About Health, Wealth,
and Happiness

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Nudge: Improving Decisions About Health, Wealth, and Happiness

by Richard H. Thaler, Cass R. Sunstein

★★★★☆ 3.8 ·  Rating Details · 31,746 Ratings · 1,451 Reviews

Every day, we make decisions on topics ranging from personal investments to schools for our children to the meals we eat to the causes we champion. Unfortunately, we often choose poorly. The reason, the authors explain, is that, being human, we all are susceptible to various biases that can lead us to blunder. Our mistakes make us poorer and less healthy; we often make bad decisions involving education, personal finance, health care, mortgages and credit cards, the family, and even the planet itself.

Thaler and Sunstein invite us to enter an alternative world, one that takes our humanness as a given. They show that by knowing how people think, we can design choice environments that make it easier for people to choose what is best for themselves, their families, and their society. Using colorful examples from the most important aspects of life, Thaler and Sunstein demonstrate how thoughtful “choice architecture” can be established to nudge us in beneficial directions without

6/30/17

Example from public health



- ❧ Tobacco use
- ❧ Alcohol use
- ❧ Drug availability and use
- ❧ Food safety, quality and consumption
- ❧ Health services use
- ❧ Sexual behaviour
- ❧ Physical exercise

Combinations of tools



- ☞ Direct education
 - ☞ Verbally thru professional – individually and in group
 - ☞ Pamphlets and docs
 - ☞ Counselling
 - ☞ Helpline

- ☞ Campaign/social marketing => air war = de-normalization

- ☞ Public health policies, programmes and mechanism
 - ☞ Semi-Mandatory vaccination and free EPI programme
 - ☞ Epidemic control law and epidemiology surveillance system
 - ☞ Free birth control tools and services
 - ☞ FDA – drug, food cosmetic regulatory agencies

Combinations of tools



- ☞ Healthy public policies
 - ☞ Tobacco and alcohol tax, sugary drink?
 - ☞ Ads control – drug, tobacco, alcohol, breast-milk substitute
 - ☞ Warning – graphic warnings to plain packaging, colour warning on snacks
 - ☞ Availability limitation – sales outlets control, no-vending machines in schools
 - ☞ Mandatory Healthy Environment – no-smoking areas,
 - ☞ Health Impact Assessment requirement

The WHO Framework Convention on Tobacco Control: an overview

Background

The **WHO Framework Convention on Tobacco Control** (WHO FCTC) is the first global public health treaty. It is an evidence-based treaty that reaffirms the right of all people to the highest standard of health.

The WHO FCTC was developed by countries in response to the globalization of the tobacco epidemic. It aims to tackle some of the causes of that epidemic, including complex factors with cross-border effects, such as trade liberalization and direct foreign investment, tobacco advertising, promotion and sponsorship beyond national borders, and illicit trade in tobacco products.

The preamble to the Convention shows how countries viewed the need to develop such an international legal instrument.

It cites their determination “to give priority to their right to protect public health” and the “concern of the international community about the devastating worldwide health, social, economic and environmental consequences of tobacco consumption and exposure to tobacco smoke”. It then notes the scientific evidence for the harm caused by tobacco, the threat posed by advertising and promotion, and illicit trade, and the need for cooperative action to tackle these problems. Other paragraphs of the preamble note the role of civil society, and the human rights that the Convention aims to support.

The Convention entered into force on 27 February 2005 – 90 days after it had been acceded to, ratified, accepted, or approved by 40 States. There are currently 180 Parties to the Convention.

Introduction to
Health Impact
Assessment



Public health and the roles of governments



- Public health thinking is very much based on market failure (unequal capacity and power) and the needs to act for collective good (lack of incentives or ability to act at individual level) => the need for government interventions
 - Unequal information and knowledge – ads about drugs, ads aiming at children
 - Externality and free riders – behaviours that affects the whole and not only individual and no willingness to pay
 - Equity – health equity is not only morally desirable but also important for socio-economic development (access, coverage and cost)

J Health Polit Policy Law. 1986;11(4):671-96.

The resistible rise of preventive medicine.

Stone DA.

Abstract

The politics of preventive health care have changed dramatically in the last fifteen years. In the late 1960s and early 1970s, prevention was the motherhood issue of health care reform. With only the slightest glimmer of controversy, vaccination, promotion of lifestyle changes, mass screening, and safety regulation all became widely accepted strategies for improving health and reducing medical expenditures. By the mid-1980s, the dark side of each strategy became visible. Vaccinations can cause serious and permanent injuries; lifestyle factors are being used to raise insurance premiums, to deny eligibility for disability insurance benefits, and to deny employment. Screening is similarly used to deny employment, and new technologies for prenatal screening have raised fears of stigma and selective abortion among racial, handicapped, and antiabortion groups. Occupational safety regulation is increasingly focused on excluding the "high-risk" individual from jobs. In the absence of social protections from these economic and social harms, citizens have used tort and civil rights litigation to resist preventive health measures.

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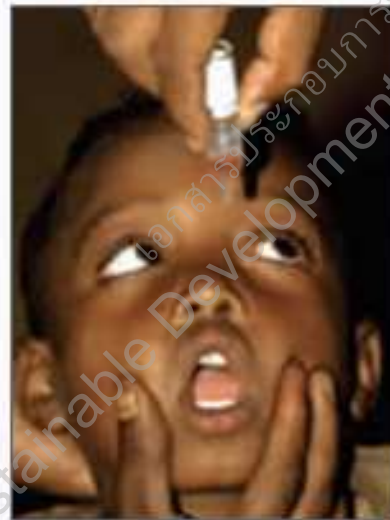
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WEB FOCUS

Polio: Eradication



In this focus

- [Introduction](#)
- [Polio: biology and disease](#)
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The final hurdles in eliminating polio from the last affected countries, and hopes for a polio-free future.

[Back to Polio web focus](#)

Food and consumption control in public health



- ❧ FDA – food safety and quality (domestic and international standard)
 - ❧ Packaged food manufacturing regulation for safety and quality
 - ❧ Food labelling – for better-informed consumer and consumer protection => decisions on choices available – composition, ingredients, expiration, misleading information
 - ❧ Consumer friendly labeling?
- ❧ Department of health – food safety thru food hygiene

Food and consumption control in public health



- ❧ Malnutrition – a combination of interventions
 - ❧ Education
 - ❧ Intervention design and implementation by health services system
 - ❧ Community participation in the intervention models
 - ❧ Local supplementary food production

- ❧ Micro-nutrient deficiency
 - ❧ Food fortification – iodized salt but solely based on agreement and market forces, no subsidies from governments

Figure 1.3 Child Malnutrition From 1993 to 2012:

- Stunting declined 23%
- Underweight declined 44%
- Wasting stood at 7% in 2012
- Overweight increased 132% in 18 years

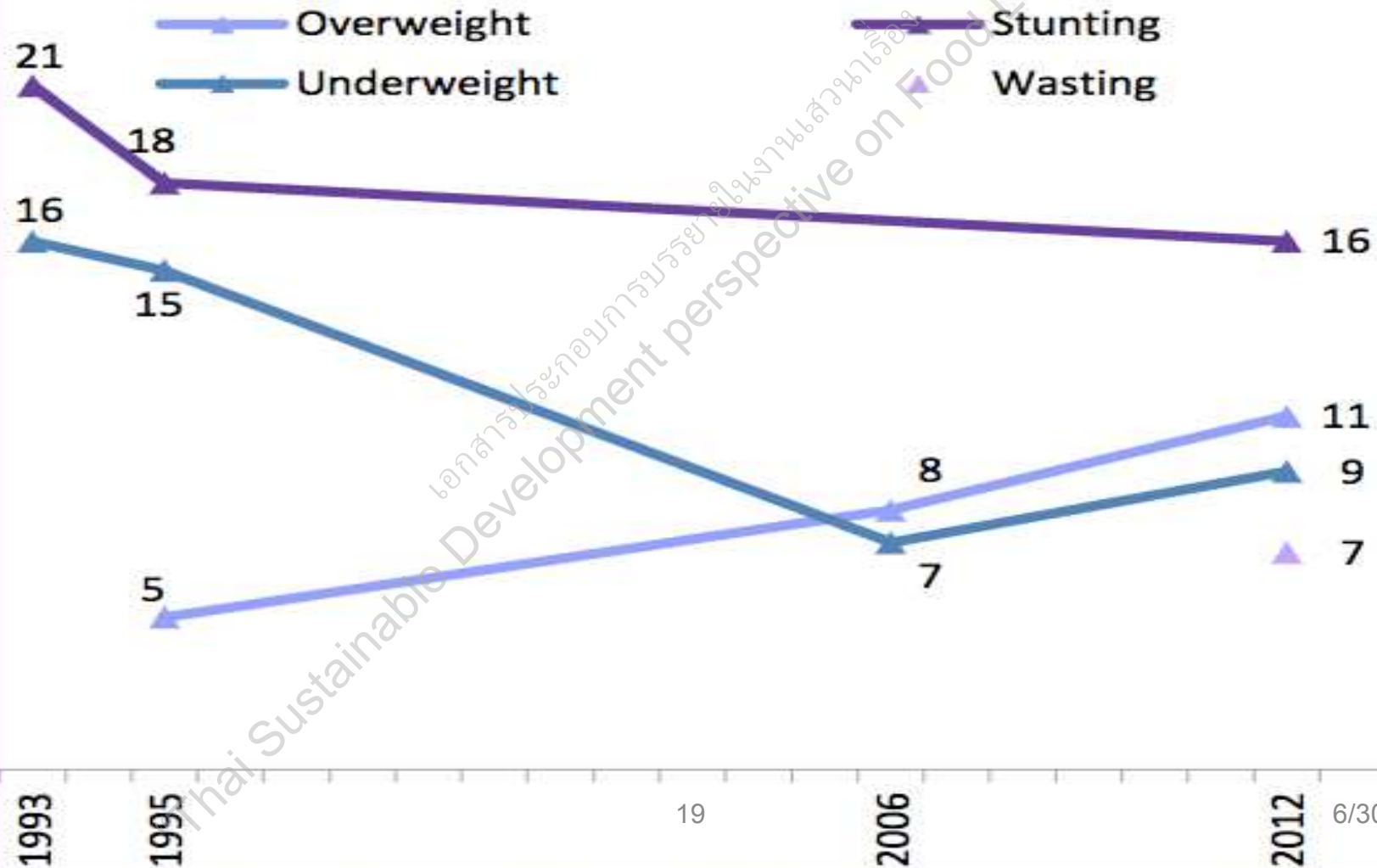
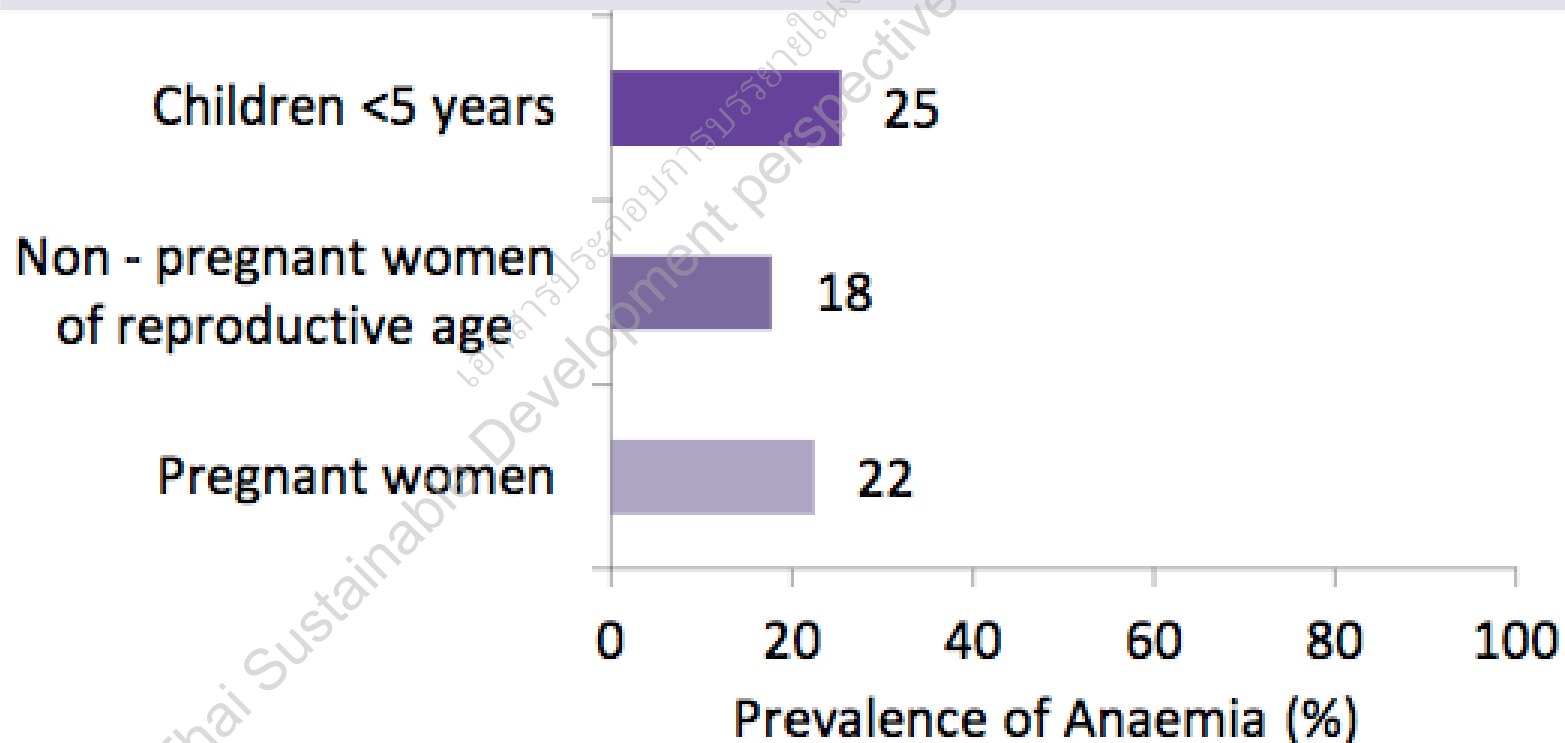


Figure 1.5 Anaemia

- Anaemia is a public health issue for pregnant women (22%), non-pregnant women (18%) and under-5 children alike (25%)



Source: WHO Worldwide prevalence of Anaemia (1993-2005)

Food and consumption control in public health



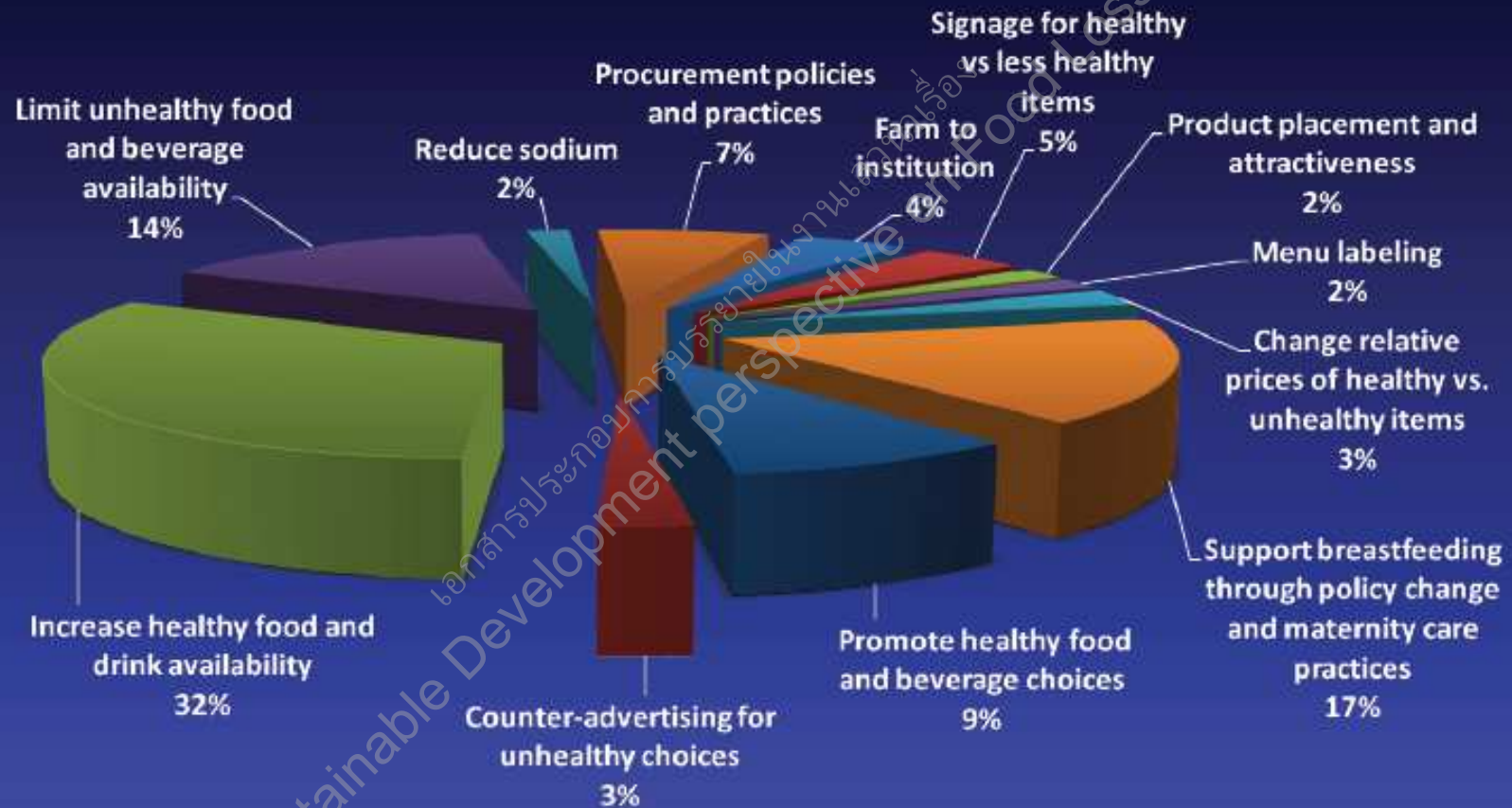
☞ Obesity

- ☞ General Campaign to reduce consumption of fatty food and carbohydrate consumption
- ☞ Specific intervention programmes to reduce obesity
 - ☞ Physical exercise groups organization and development of various methods/tools
 - ☞ Hip-waist monitoring and advices at the workplace in collaboration with various work settings
 - ☞ Sugary drink tax?
 - ☞ Sugar consumption campaign and smaller sugar packets
 - ☞ Colour labeling of snack composition of salt, sugar and fat

MAPPS Strategies

- Media
- Access
- Point of Purchase / Promotion
- Price
- Social Support & Services

Nutrition MAPPS Strategies Across All States and Territories



Link to food waste and loss



- ☞ The 2 types of food waste
 - ☞ Physical waste – wasteful use and leftovers => social and environmental consequences
 - ☞ Biological waste – health consequences => inappropriate or overconsumption leading to bad health

- ☞ The multiple prongs of approaches
 - ☞ Technological – ingredients, packaging
 - ☞ Managerial/pricing – production, packaging, distributing, cooking
 - ☞ Behaviourial – unhealthy and/or wasteful consumption reduction
 - ☞ Nudging and enabling environmental – warning signs/messages, social marketing, food placement
 - ☞ Legal – regulatory, tax, subsidies