



# Advocating for change

CHANGING YOU. CHANGING ME

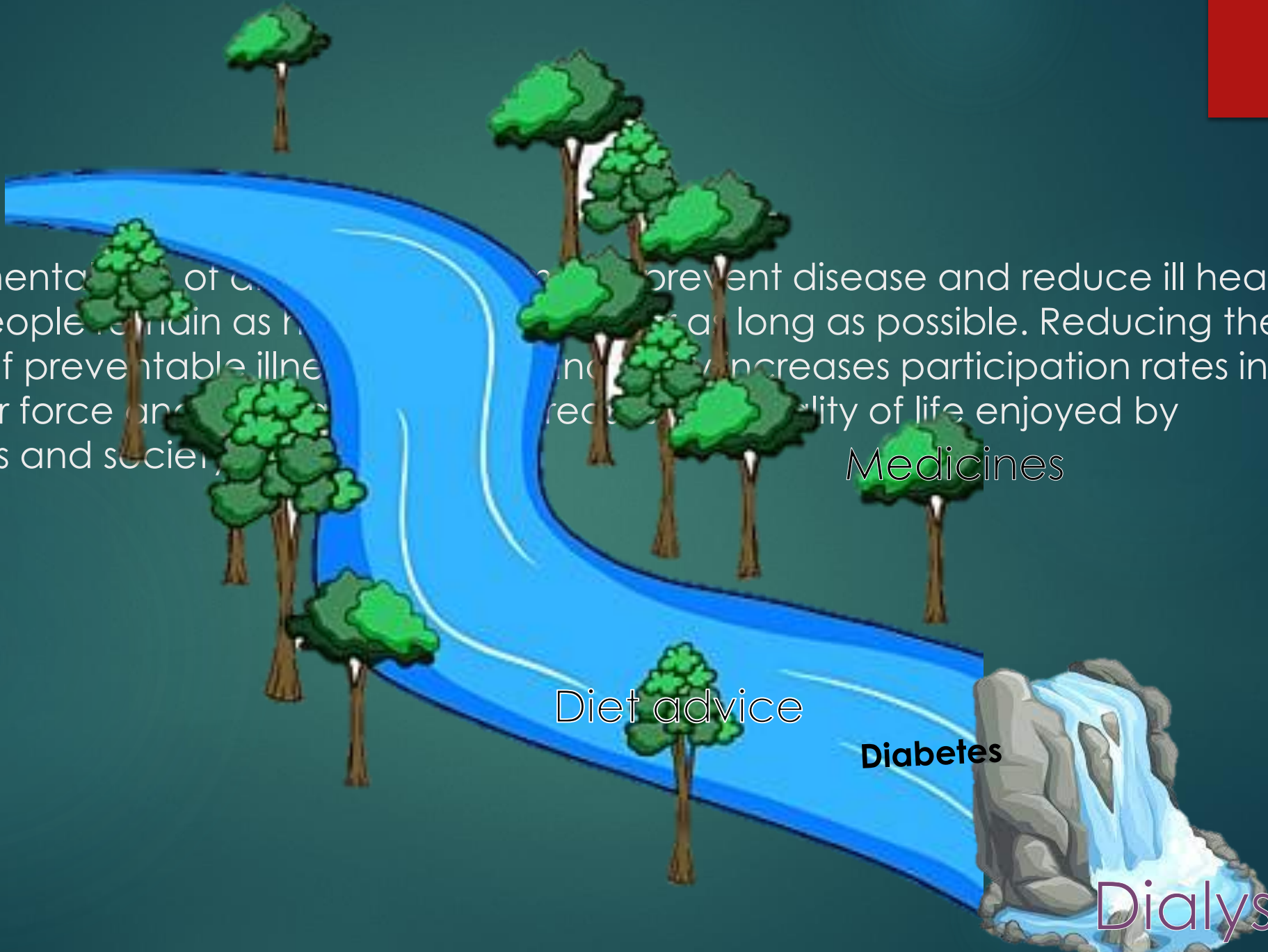
A fundamental goal of public health is to prevent disease and reduce ill health so that people remain as healthy as possible. Reducing the impacts of preventable illness increases participation rates in the labour force and reduces the quality of life enjoyed by individuals and society.

Medicines

Diet advice

Diabetes

Dialysis



# What's leading to this?

High intake of fat

High intake of sugar

Low/no fruit and vegetables

Lack of exercise/sedentary living.

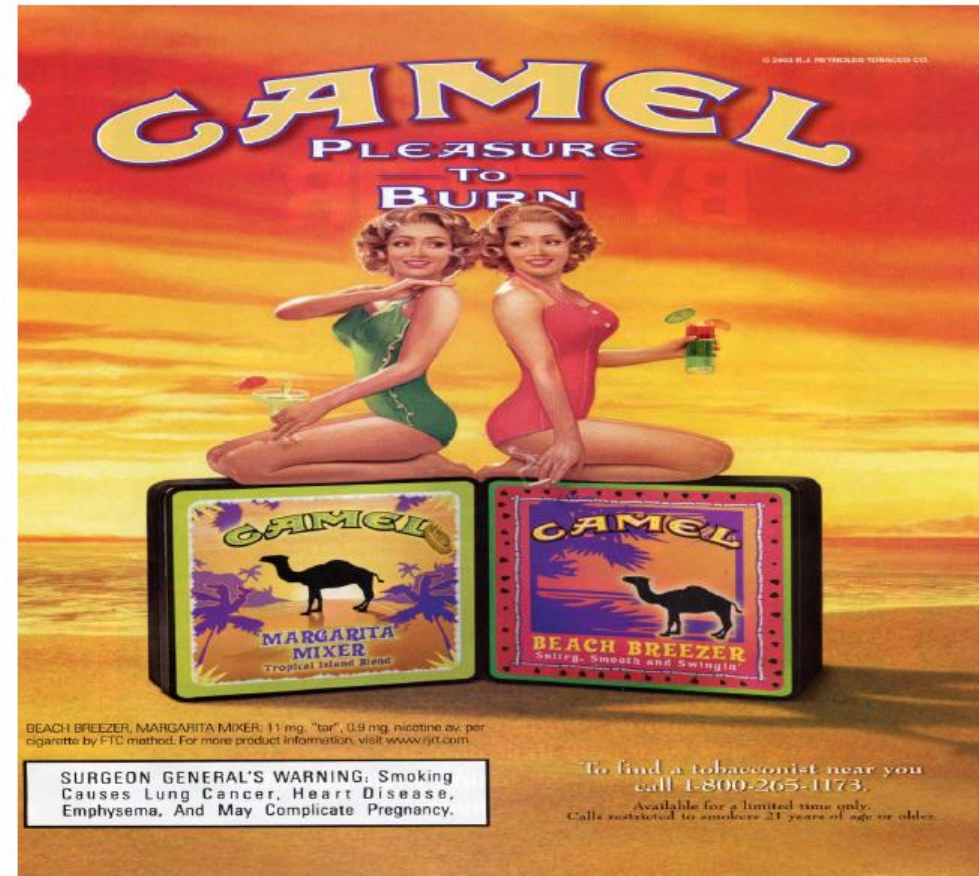
# Commercial determinants of health

## Conceptual framework of the commercial determinants of health





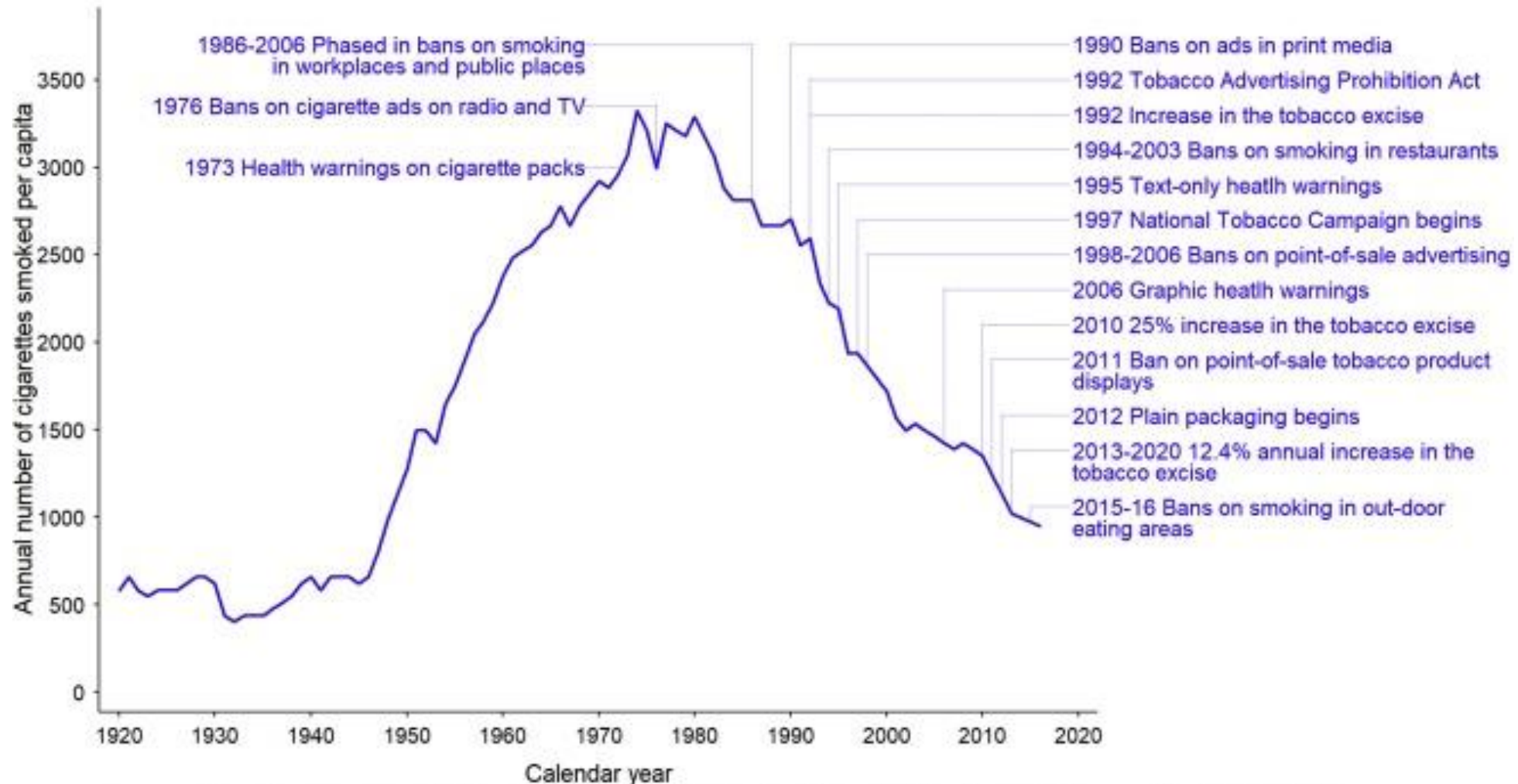
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“It is important to know as much as possible about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens. . . . **At least a part of the success of Marlboro Red during its most rapid growth period was because it became the brand of choice among teenagers who then stuck with it as they grew older.**”

March 31, 1981 Philip Morris researcher Myron E. Johnston and approved by Carolyn Levy and Harry Daniel.  
Bates No. 1000390803

# Australia's success of Tobacco control



Sources: International Smoking Statistics, Web edition 2016.<sup>14</sup> Scollo, MM and Winstanley, MH. Tobacco in Australia 2016.<sup>23</sup>  
Australian Government Department of Health, Tobacco Control key facts and figures 2017.<sup>24</sup>

# The cost doesn't meet the benefit

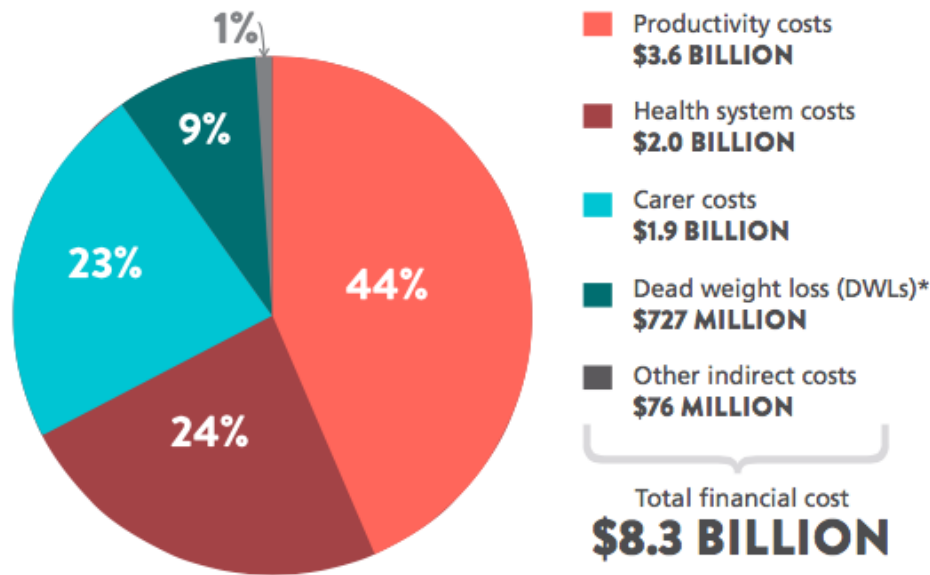


Figure 6: The financial cost of obesity Taken from Access Economics (2008)<sup>44</sup>

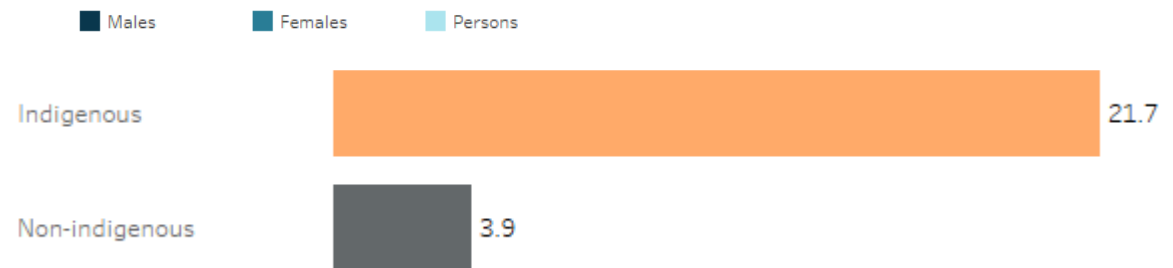
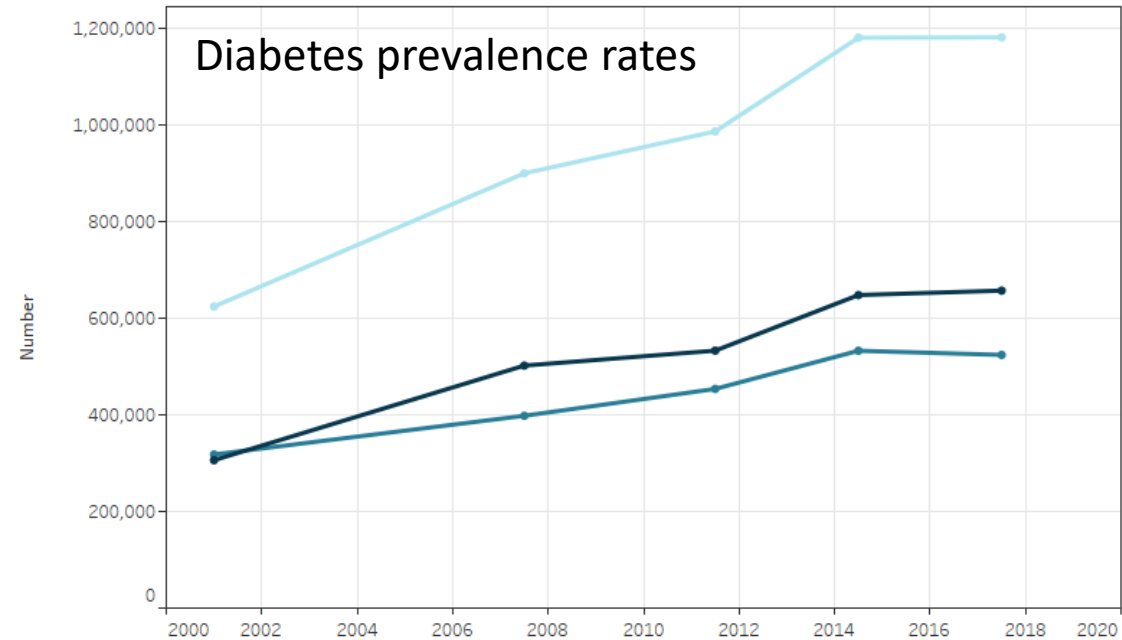
total loss of wellbeing cost

**\$49.9 BILLION**



total combined cost of obesity

**\$58.2 BILLION**



The rate of disease burden for diabetes among Indigenous Australians was 5.6 times that of non-Indigenous Australians. Burden of disease (DALY per 1,000)

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