



- Pressuring politicians
- Undermining reputable health organizations such as the World Health Organization (WHO)
- Bringing or threatening lawsuits to deter and intimidate
- Marketing of unhealthy foods and beverages to children
- Deceptive claims which lead consumers to believe their products are healthier than they are
- Using front groups and associations such as farmers
- Forming associations and groups to lobby against health policies
- Corporate Social Responsibility (CSR) activities to access high-level officials including
  - Assisting vulnerable groups in times of crisis, natural disasters or public health emergencies by providing their branded products or cash donations
  - Sponsorship of sporting, youth and school events
- Conflicts of interest



### **Conflict of interest**

A conflict of interest can occur when a vested interest has the potential to unduly influence the action of an official or agency through monetary or material benefits to the official or agency or non-monetary or non-material influences.

Conflicts of interest can exist at all levels – international and national – in academia and policymaking bodies, in institutions and among individuals. Examples include:

- appointments on influential boards
- imbalance of stakeholder representation during decision making
- endorsement of unhealthy food products by professional associations and policy makers.
- donations to campaign financing

### **What can we do about it?**

- Recognize and highlight examples of industry interference and conflict of interest in the context of the food our nation eats
- Ensure health policies are based on sound research
- Develop conflict of interest policies
- Protect the policy making process from interference from commercial interests
- Encourage government to establish rigorous testing protocols and requirements for unhealthy foods/food high in fat, salt and sugar and foods with claims

<sup>1</sup> World Health Organization (2018). Non-Communicable Diseases Key Facts. Retrieved from <http://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases>

<sup>2</sup> Ministry of Health and Wellness (2020). Chronic Non-Communicable Diseases. Retrieved from <https://www.moh.gov.jm/programmes-policies/chronic-non-communicable-diseases/>

<sup>3</sup> Moodie R., Stuckler, D., Monteiro, C., Sheron, N., Nea, I. B., Thamarangsi, T., et al. (2013). Profits and pandemics: prevention of harmful effects of tobacco, alcohol, and ultra-processed food and drink industries. *Lancet*, 381(9867), 670-679.