


Engaging **the Private Sector** for the health of the public



Business, Lifestyle
and Public Health

Stig Prammig
Geneva 2008

The Oxford Health Alliance www.oxha.org

3 Risk Factors 4 Chronic Diseases 50% of Deaths




The Oxford Health Alliance www.oxha.org

The Sydney Resolution


The Sydney Resolution
February 2008
Healthy People in Healthy Places on a Healthy Planet

The call to action

We call on the United Nations agencies, governments, corporations and businesses, donor agencies, professionals, consumers, non-governmental organisations and engaged citizens, civil society and individuals to collaborate in taking urgent action to halt the devastating global impact of chronic diseases, the major threat to progress in reducing poverty, inequality and hunger, and to ensure that the change will promote economic and environmental sustainability. We need:

- healthy places – designing towns, cities and rural areas, which are people-led, and where it is easy to walk, cycle and play, with unimpeded open spaces and safe food areas that foster social interaction;
- healthy food – making healthy food affordable, and available to all;
- healthy business – engaging business in the agenda promoting healthy people, healthy places, healthy planet and making good health good business;
- healthy public policy – harmonising complementary, innovative and 'joined-up' legislative and social and economic policies that promote health;
- healthy societies – addressing equity and socio-economic disadvantage.

Global Health Alliance, 27 February 2008



Good Food Physical activity No Tobacco MovingForward Healthy Planet

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We need to get past the old barriers

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We need to find new ways of cooperating

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We need to make it easy for business to make healthy choices and be part of the solution

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We need to make it harder for business to make bad choices and be part of the problem

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We need to combine the *best* methods of the public and private sector

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We need to learn the difference between surface and substance

Shared Value in a Healthier World



The Oxford Health Alliance

Solutions for a Healthy World

- Work on product composition and availability (including reformulating products and introducing healthy options; portion control etc.)
- Provide on-pack nutrition information to consumers
- Work on a global level to address concerns about marketing and advertising to children
- Collaborate with a range of stakeholders to promote physical activity and 'healthy lifestyles'
- Partner with WHO, member states and the public health community 'to deliver a positive outcome' and encourage other companies to 'follow our lead'.



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Thank you
