



# Regulating for health

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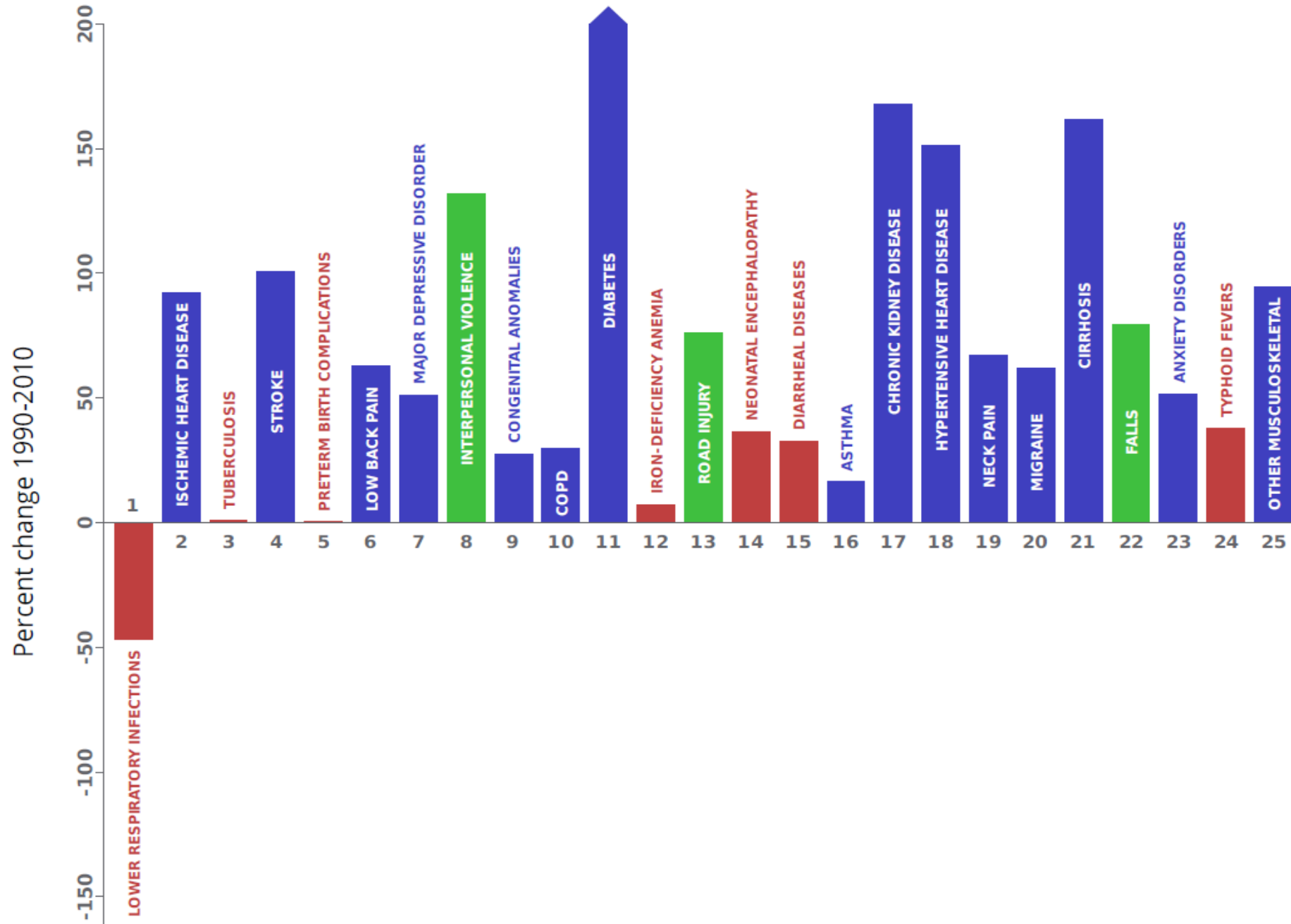
WITNESS TO MORTALITY

**1. The policy problem**

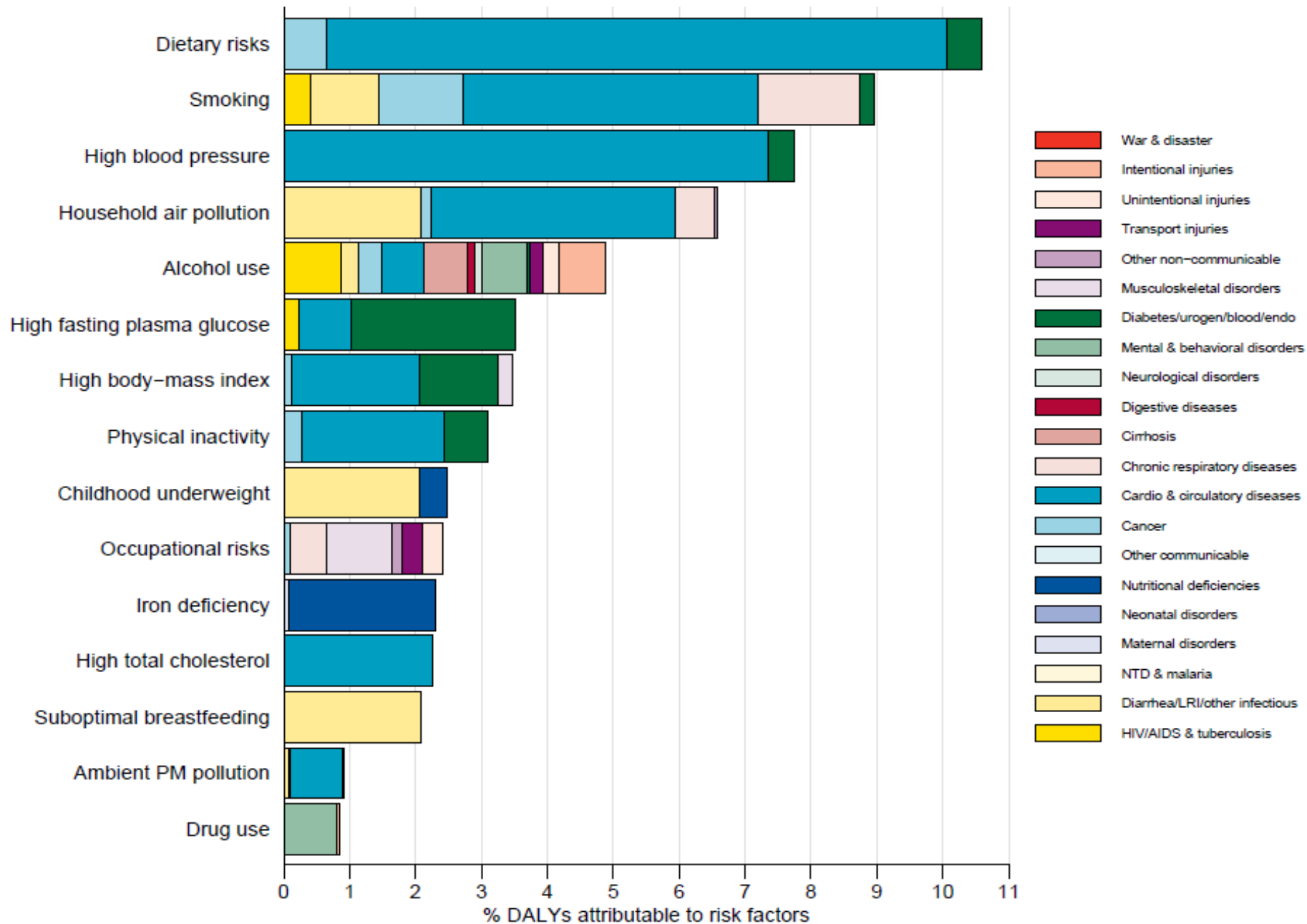
2. Why regulate

3. Suite of regulatory approaches

# Leading causes of DALYs and percent change 1990 to 2010 for the Philippines



# Burden of disease attributable to 15 leading risk factors in 2010, expressed as a percentage of Philippines DALYs



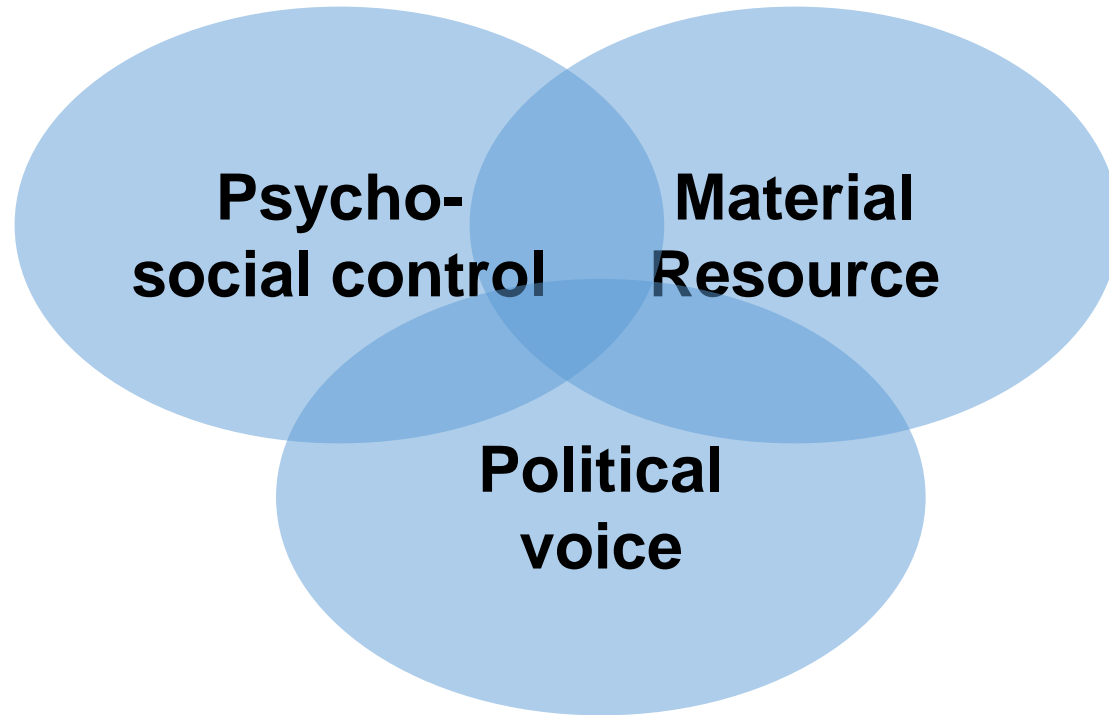
1. The policy problem
- 2. Why regulate**
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# For what purpose

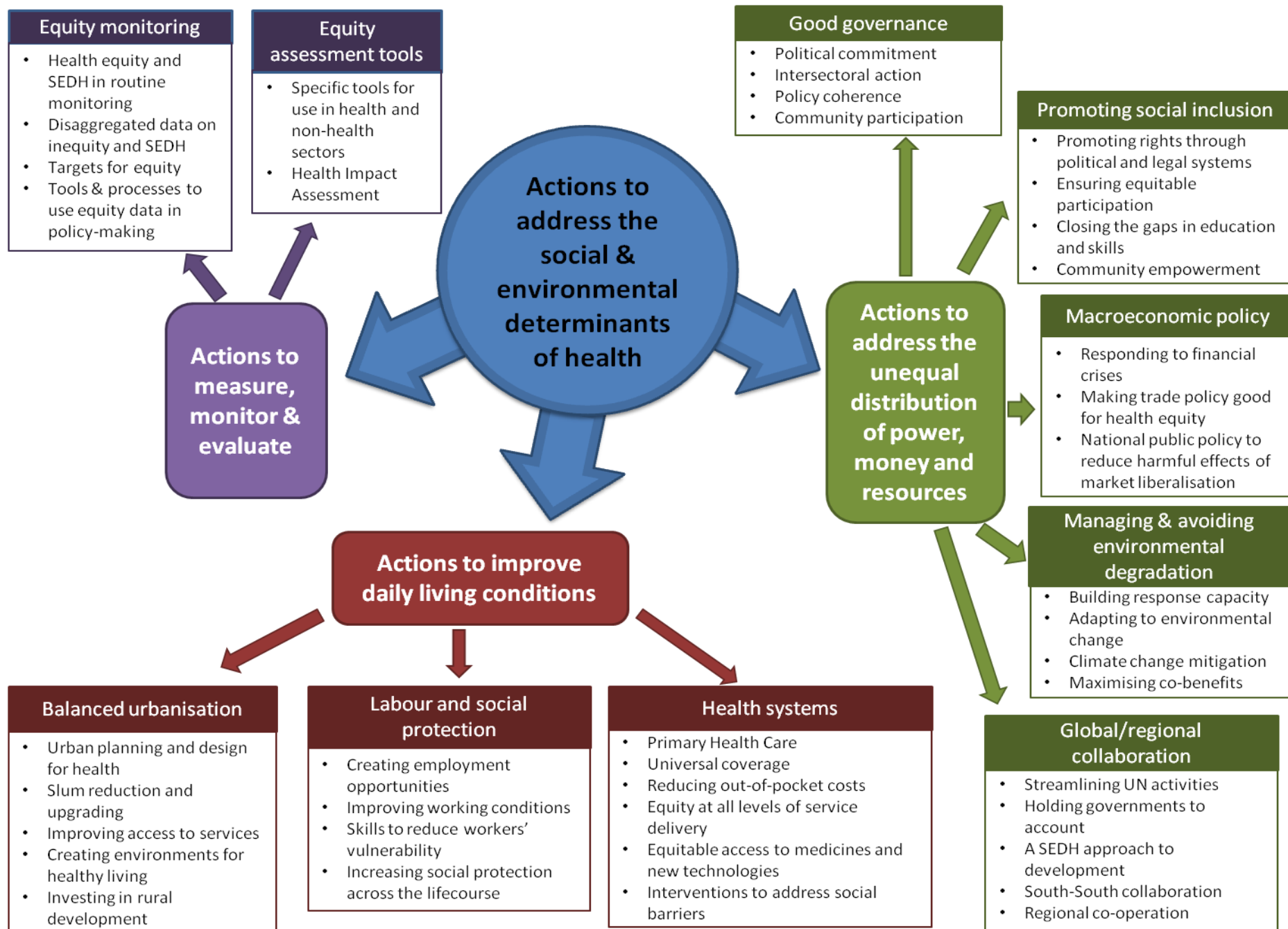
- Efficiency
- Effectiveness
- Equity
- Promotion
- Prevention
- Treatment

# In pursuit of health

People, communities and nations need

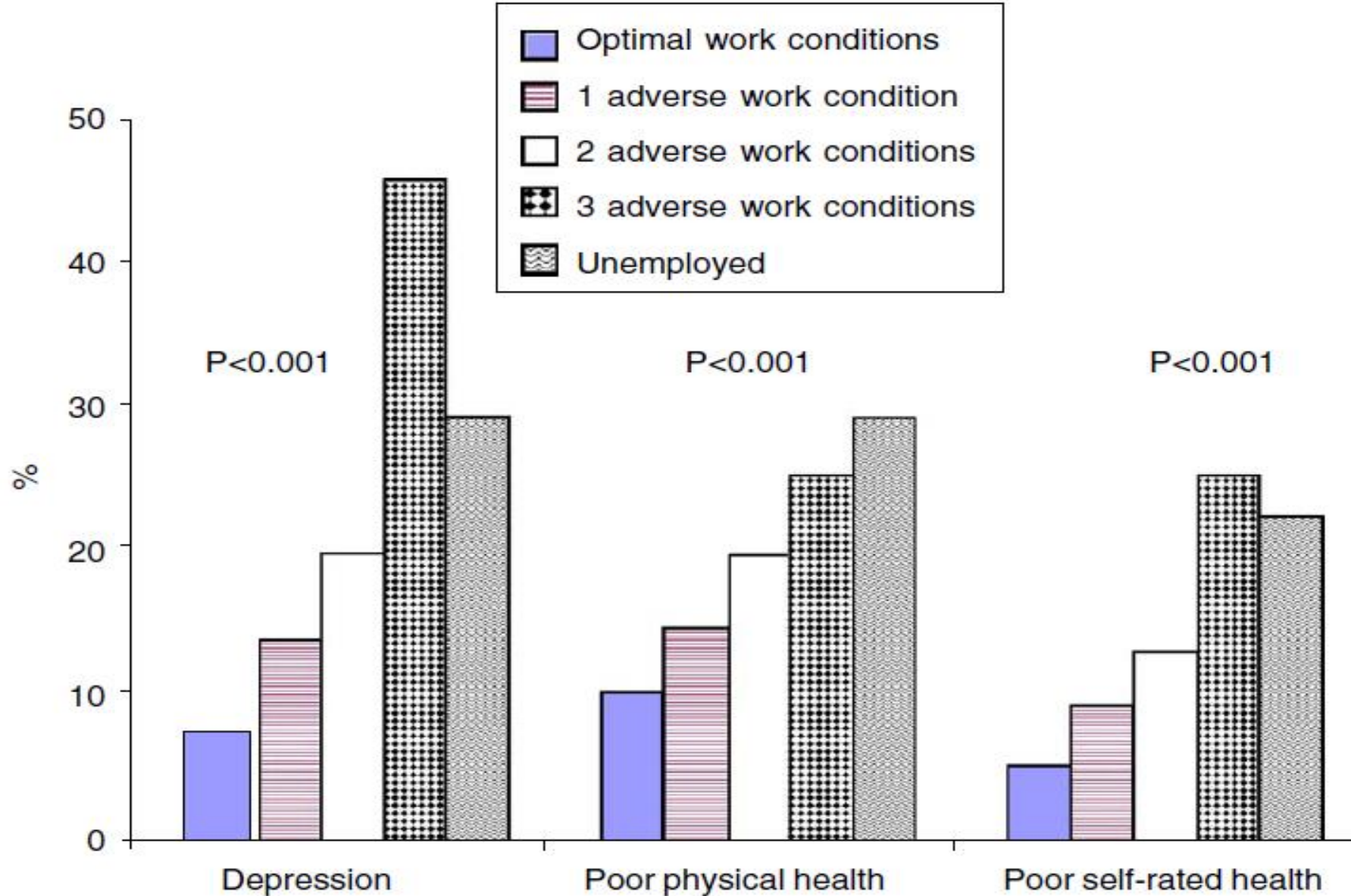


to prevent poor health and to seek treatment for illness





# Work and health, middle aged Australians

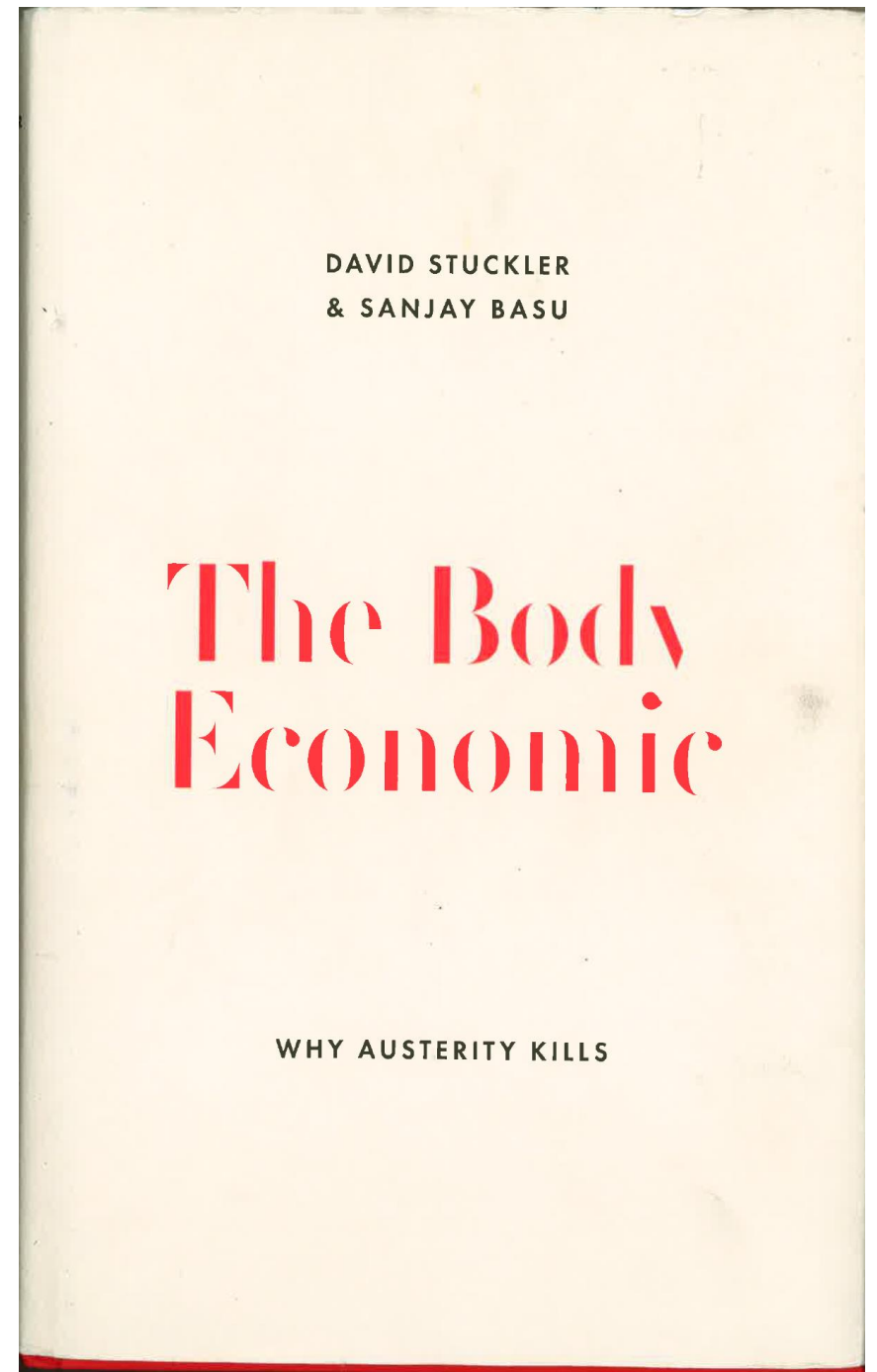






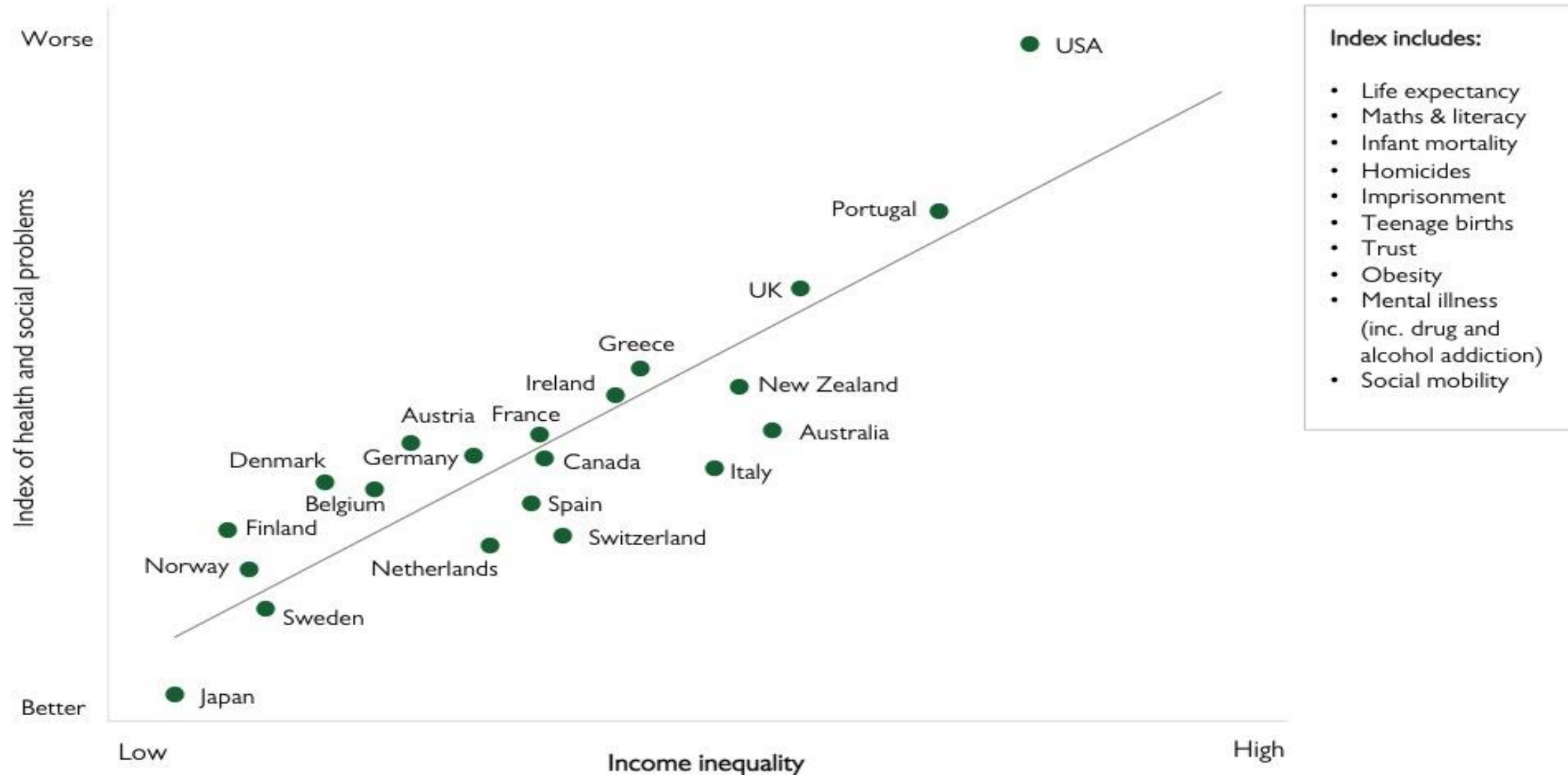
# Health & social services matter

- Following the austerity agenda recommended by the IMF in 2010, Greece made radical cuts to public spending including axing health programs such as the needle-exchange programs.
- Between Jan and May 2011 HIV infections increased by 52%.





# Health and social problems are worse in more unequal countries



1. The policy problem
2. Why regulate
3. **Suite of regulatory approaches**

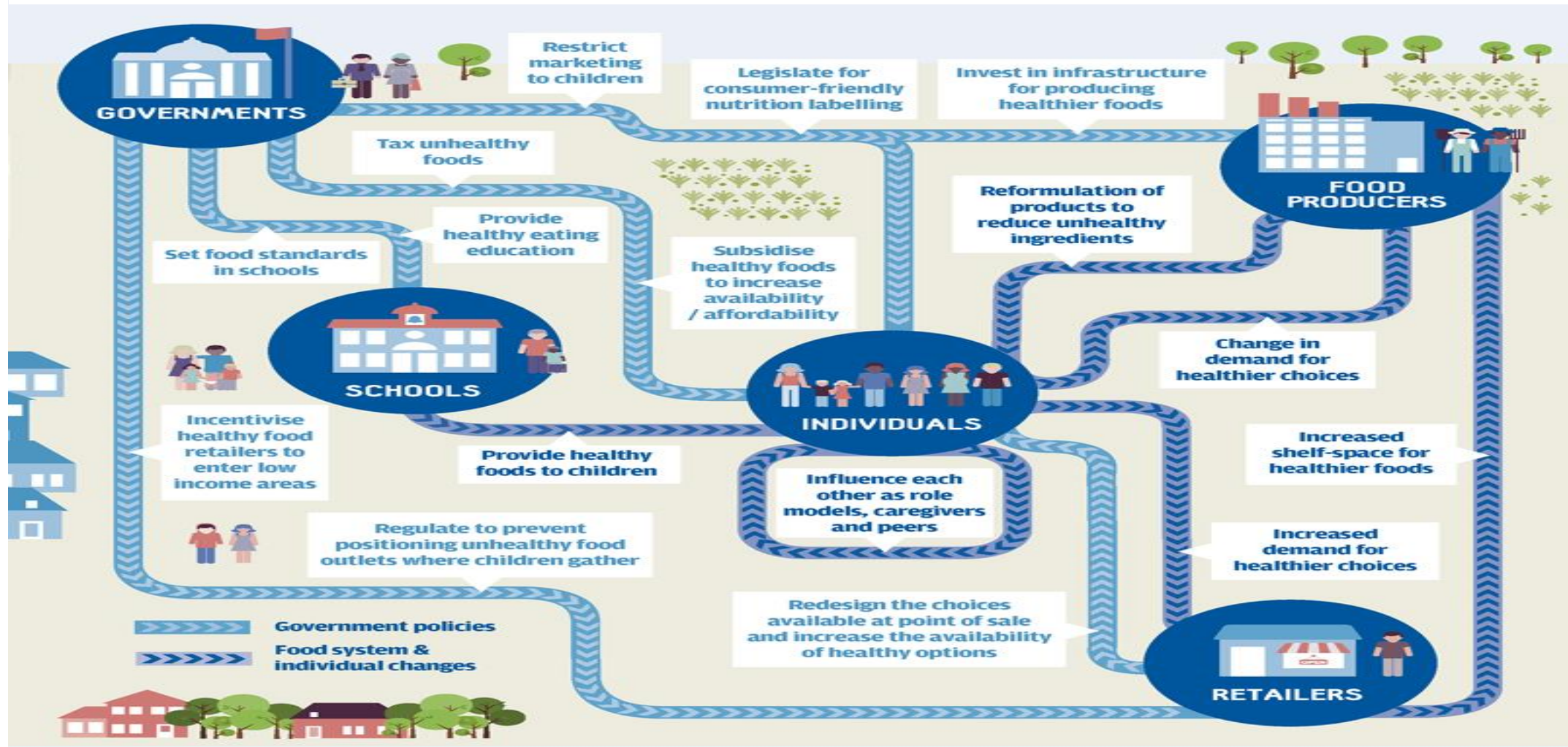
# **Regulation and governance:**

Instruments/Tools and the  
Actors/Institutions involved in making  
events happen (including making and  
implementing public policy)

# Many regulatory tools to improve health

Law (tax)	Standards (health care)
Rules (trade)	Architecture (stairs)
Markets (food industry)	Incentives (conditional cash transfers)
Contracts (service providers)	Nudges (make it easy and enjoyable)
Audits (paper trails and check lists)	Social networks (school teachers and children)
Inspections (food safety inspections)	Norms (TV chefs)

# What can different actors do to support healthy food preferences?





# Sugar Sweetened Beverage Tax, Mexico

Mexico implemented an excise tax of 1 peso/L on sugar sweetened beverages from 1 January 2014. During the first year, the volume of taxed beverages purchased was 12% lower than expected without the tax.

Strong resistance from commercial interests.

Mobilized civil society networks:

- Healthy Food Consortium: a cohesive civil society network effectively campaigned for the introduction of a SSB tax.
- Groups representing citizens interests.
- Raise awareness, give voice, generate demand, hold government and other stakeholders accountable.
- Multi-pronged communications campaign.
- Direct engagement with policy-makers, using policy windows

‘ENHANCE POLICY  
COHERENCE for  
sustainable  
development’.

The SDGs encourage the  
use of **TRADE** as a means  
of pursuing various goals.

## SUSTAINABLE DEVELOPMENT GOALS



# How might trade & investment affect health?

- Economic growth
- Access to knowledge, technology
- Health systems, including access to medicines
- Employment and labour standards
- Social infrastructure
- **Health-related products/behaviours**

# Thailand Snack Food Labelling

## Technical Barriers to Trade challenge

- 2006 Proposed Traffic Light System **X**



- Proposed Warning Label ✓

“Should take less, and exercise for a better health”

# **Sales of Foreign Sugar Sweetened Beverages in Vietnam and the Philippines**

Following Vietnam's removal of restrictions on FDI, SSCB sales growth rate increased from 6.7% per year to 23% per year.



Challenged by tobacco industry in three forums:

- High Court
- WTO (Ukraine, Honduras, Dominican Republic)
- Hong-Kong Australia Bilateral Investment Treaty  
(challenge by Philip Morris Asia using an ISDS clause)

# Policy coherence

## 1. Trade sensitive health policy:

- design of health policy measures to minimise incoherence with trade policy

## 2. Healthy trade policy:

- use provisions/exceptions in existing trade and investment agreements
- re-set trade rules - institutionalise cross-sectoral dialogue and public health representation in key negotiating forums
- Institutionalise HIA

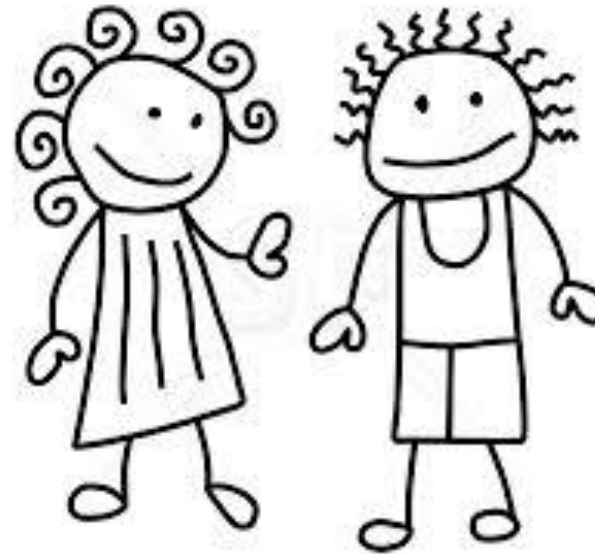
# Governance for health

**Just Institutions,  
Policy, Services**



**STRUCTURE**

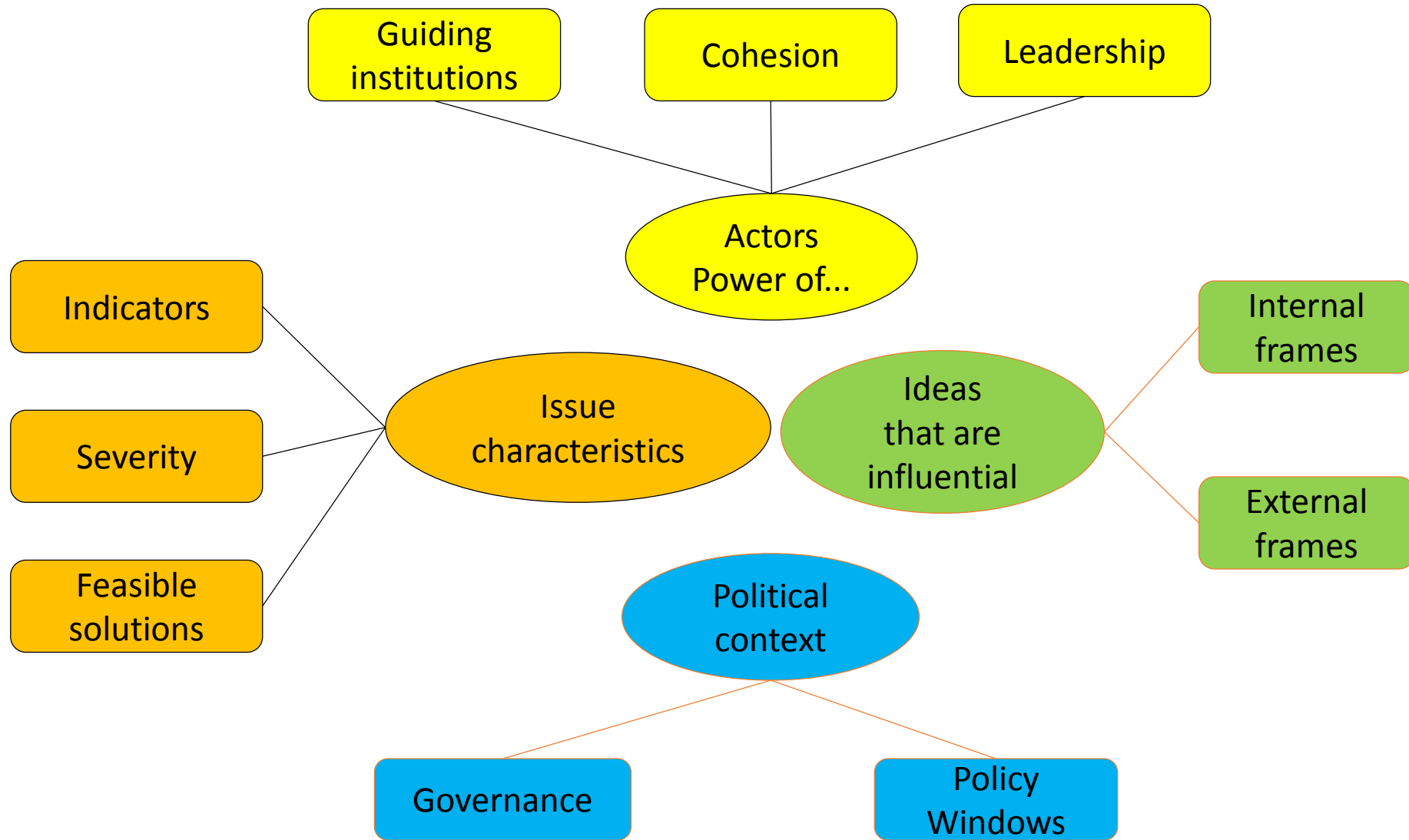
**Freedoms, Capabilities,  
Empowerment**



**+**

**AGENCY**





# Key messages

- Health is more than treating disease
  - Health opportunities exist outside of the health sector
- Model mongering
  - Suite of regulatory approaches
  - Multiple actors



HEALTH IN ALL POLICIES: REPORT ON  
PERSPECTIVES AND INTERSECTORAL ACTIONS  
IN THE WESTERN PACIFIC

Regional Report

Thank you

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