

THE LANCET

Global Health

Supplementary appendix 2

This appendix formed part of the original submission and has been peer reviewed. We post it as supplied by the authors.

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Appendix 1: Further Reading

Corporate Playbook Sources

Examples were sourced from the following: ⁽¹⁻⁹⁾

Potential public health allies and collaborators:

1) Current and former politicians and bureaucrats – political connections and savvy lobbying skills are crucial to influencing the political process⁽¹⁰⁾ (and understanding and countering industry influence); 2) Journalists across a range of media outlets – this is important for how issues are framed to the public; 3) Public relations and strategic communications: necessary to make public health appealing and engaging; 4) Lawyers – to understand how to fight the Corporate Playbook, to protect public health professionals and to litigate when necessary; 5) Community champions, celebrities and social media influencers – similar to journalists, these actors are important for generating public interest and support; 6) Former employees of harmful industries – some of the most useful intelligence on the Corporate Playbook has come from whistle blowers and industry insiders; and 7) Experts in finance, investment, business intelligence and corporate strategy – to truly challenge the hegemony of corporate power, we need to understand the corporation: what is its structure, motives, resources, strengths and weaknesses.

Developing a commercial actor monitoring database

Public health advocates can build on these resources and develop their own, country-specific databases to track corporate political and market practices.⁽¹¹⁾ A global community of practice can be developed to share knowledge about how to identify and track corporate tactics, which can then be adapted to suit specific national contexts. This can also help to consolidate and network existing academic and practitioner knowledge. There are significant practical challenges associated with developing a commercial actor monitoring database including scope, legal protections and ownership – these issues notwithstanding, it is important for public health advocates to build capacity in this area.

Strategies to amplify public health messages

To advance this message effectively, public health advocates and organisations must work with public relations and marketing firms to strategically frame their message – appealing to social solidarity, human rights, and existing legal agreements. They must foster relationships with journalists to develop ongoing, well-researched media campaigns with wide reach and sufficient repetition/duration.⁽¹²⁾ These drive community education and awareness and change attitudes which in turn open up policy windows for governments to act.

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