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| **Title of Round table discussion:** *Dialogue on the Commercial Determinants of Health as a Global Force for Promoting Health, Preventing NCD and Achieving Planetary Health* |
| **Conference sub-theme addressed**Governance and Partnerships **Relevant experience or practice**The Commercial Determinants of Health (CDH) are the commercial conditions, strategies, actions or omissions that affect health, the environment and equity. They arise in the context of the provision of goods, services or practices and are considered one of the global forces that can influence the future of health promotion. Inspired by the 9th Global Conference on Health Promotion held in China in 2016, PAHO/WHO Brazil has mobilized governments, civil society, and academia to position the CDH as a new agenda for promoting health, preventing NCD and addressing health inequities. This session will be organized to address key questions related to CDH and will be composed by one moderator, one main presenter and 3 to 4 panel members. To set the stage, PAHO/WHO will deliver a 15 minutes presentation, followed by 5 minutes (no slides) reaction of panel members on the opportunities, challenges, or risks of the issue.**Implications for health promotion**Governments, civil society, and academia must create mechanisms to address the corporate practices or commercial interests that negatively impact health. At the same time, they can create streams of innovation with the private sector based on ethical principles and social values to improve health and well‐being of the population. The breadth and interconnection among the SDGs reinforce the need to revise health promotion within the narrative of the CDH and identify strategies and methods that ensure a critical platform for integrated actions with policy coherence**Implications for sustainable development**The SDGs provide a transformative vision for countries, and clearly points out to a series of threats to social development and equity, including health, as well as pressures to the environment and natural resources. This represents both a challenge and an opportunity to integrate health promotion into the foundation of all national and local SDGs, while counteracting the corporative practices or commercial interests that are detrimental to health and well-being.  |