

# Advocacy Campaigns to Change Health-Damaging Corporate Practices

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# Research questions

- How have advocacy organizations mobilized to change corporate practices that harm health?
- What are characteristics of effective campaigns?
- What are lessons for public health practice?



# Relevant Research Discourses

- Social movements
- Role and impact of advocacy organizations
- Social determinants of health
- Disparities in health
- Framing public policy
- Communications, mass media and public health

# Potential units of analysis

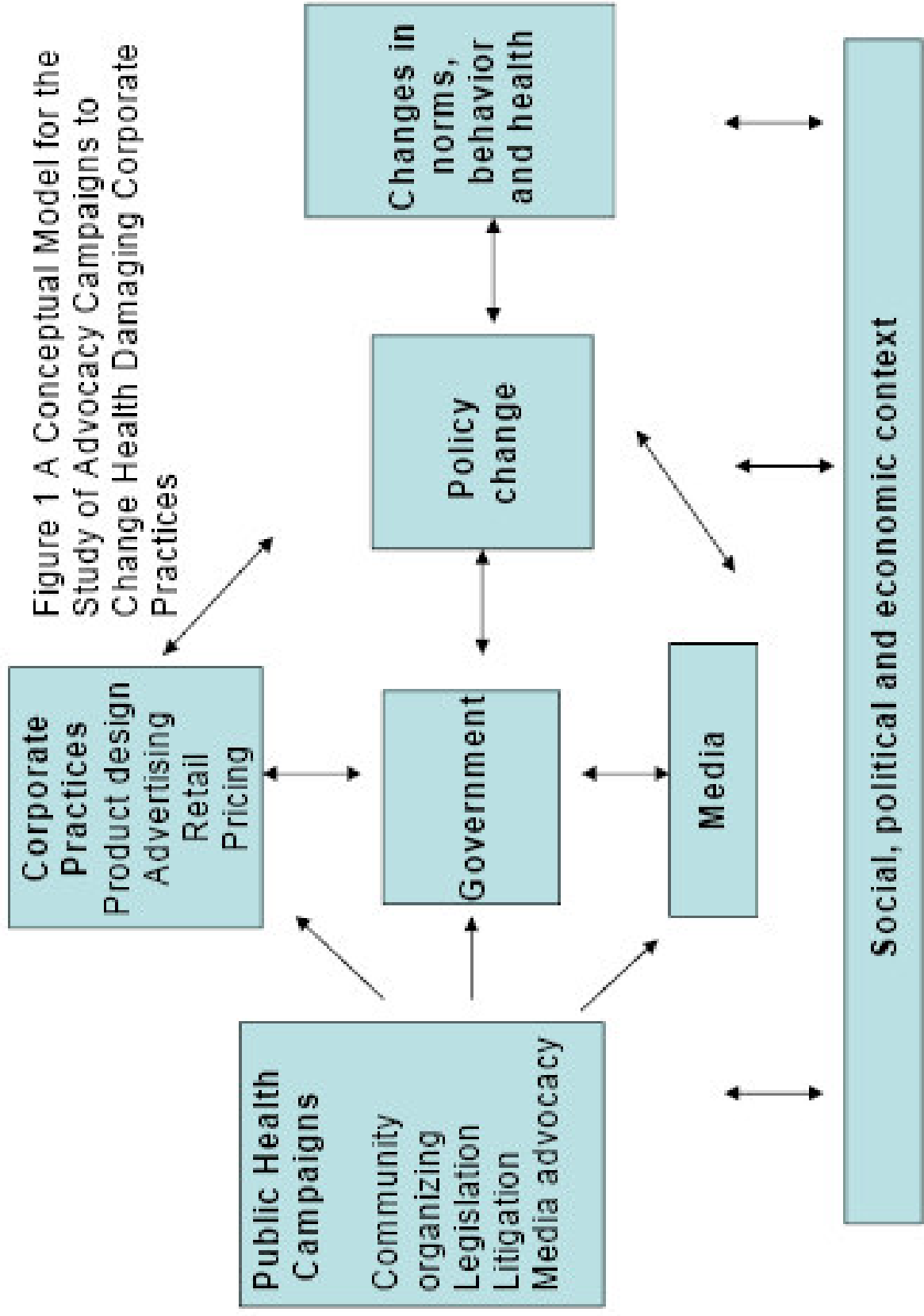
- Products
- Industries
- Advocacy organizations
- Public health campaigns

# Public health campaign

- An advocacy initiative in which one or more organizations mounted targeted activities of variable duration designed to achieve explicit changes in corporate or industry practices perceived to harm health.

# Our 12 Campaigns

1. Stop **Alcopops**
2. Stop **Beer Ads** at NCAA
3. Require **cars** to pollute less in California
4. Get **Coca Cola** out of Seattle schools
5. Stop Patient Channel from advertising **drugs** to hospitalized patients
6. Close Newspaper Loophole on **Gun Advertising**
7. Pass stronger **gun** control laws (Million Mom March)
8. Stop advertising **KOOL MIXX**
9. Lower price of **Norvir**
10. Improve **SUV** Fuel Efficiency
11. Label or Ban **Trans fats**
12. Stop **Uptown** Cigarettes



# Advocacy Strategies

- **Public Policy Advocacy**
- **Media Advocacy\***
- **Community Organizing & Capacity Building**
- **Litigation**
- **Research on Health Effects**
- **Letter writing**
- **Coalition building\***
- **Counter marketing**
- **Public Protest**
- **Public Mobilization**
- **Partnership with Company**

## Interactions with Other Stakeholders

# of groups

- **Advocacy Groups** 12
- **Scientists** 10
- **Community Organizations** 10
- **Citizens** 10
- **Government** 10
- **Individual citizens** 9
- **Public health professionals** 8

Mean number of interactions per campaign 5.75 (of 7)

# What is success?

Each campaign rated on two factors:

1. Success in achieving its stated objectives
2. Success in public education and mobilization.

**Table 3 Campaigns Ranked by Success**

Campaign	Score on Success in Goals	Score on Success in Mobilization	Combined Score	Rank on Combined Score
1. Get Coke out of Seattle schools	1	1.3	2.3	1
2. Stop Uptown Cigarettes	1	2	3	2
3. Fight Kool Cigarettes' Target Marketing	1.3	2.3	3.6	3
4. Label or Ban Trans fats	1.8	1.8	3.6	4*
5. Close Loophole on Gun Advertising	1.8	2.5	4.3	5
6. Stop Alcopeps	2.7	2.7	5.4	6
7. Alcohol Free Sports TV	3.3	2	5.5	7
8. Million Mom March for Gun Control	4	1.5	5.5	8*
9. Improve SUV Fuel Efficiency	3.3	2.5	5.8	9
10. Strengthen California emissions standards	3.2	2.7	5.9	10
11. Stop Patient Channel Drug Advertising	3.3	2.7	6	11
12. Lower Price of Norvir	4.3	3.8	8.1	12

Rating system: 1: Fully successful; 2: Significantly successful; 3: Partially successful  
 4: Only a little successful; 5: Not successful \*

# Factors associated with success

Local level (vs. national or regional)

Use of more strategies

Interactions with more stakeholders

# Limitations of study

- Small sample size
- Convenience sample
- Difficult to develop standardized methods for assessing success
- Relied on secondary sources

# Conclusions -1

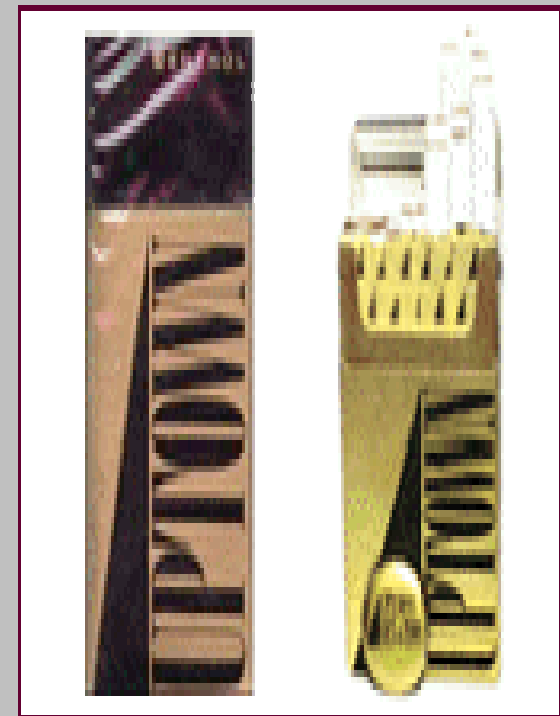
- All campaigns successfully mobilized some constituencies and contributed to public discussion of relevant health issues.
- With average duration of six years organizers demonstrated an ability to sustain activities over time.
- Government functioned as intermediaries between corporations and campaigns.

# Conclusions- 2

- Contextual issues affect the success of a campaign.
- Both advocates and industry used common frames to advance their objectives (e.g. children's health, individual choice, free speech, right to health)

“ The Uptown struggle was one of ‘taking back’ the issue of choice and redefining it in a larger community context, rather than an individual context. Excessive tobacco advertising in African-American communities push tobacco products in a way that takes away choice...The Coalition believed that African-Americans were exercising their right of free choice—by rejecting Uptown”.

Charyn Sutton



# Re-framing on morality

“A world class educational system does not ask its children to consume high sugar, high fat food in order to re-furbish its ping pong tables nor ask them slake their thirst with caffeinated sugary drinks in order to play sports after school.”

Coke out of Seattle Schools  
(Ervin, 2002)



Are these campaigns to modify corporate practices parts of a nascent movement that seeks to redraw the lines between the public sector and the free market?

For more information:

[www.corporationsandhealth.org](http://www.corporationsandhealth.org)

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