

My father, Andrew Chetley, dedicated his first book – *The Baby Killer Scandal* (1979) – to the ‘millions of children born into poverty’; a cause which became the focus of his entire career. He sought to enrich their lives through improving nutrition and empowering through education.

Andrew, who lost his battle with cancer on 17 October 2012, accrued more than 30 years’ development, communication and advocacy experience from working in Africa, Asia, Latin America and Europe.

Born in Saint John, New Brunswick, on December 29 1950, he was educated at St John High School and the University of New Brunswick, where he studied political science. He subsequently became a journalist working within Canadian print and radio media.

After moving to England in 1972, he joined War on Want where his career into health and development activism began. Andrew led War on Want’s campaigns on infant feeding and rational use of medicines and contributed greatly to the establishment of international networks on these issues. It was during this time that *The Baby Killer Scandal*, an investigative report into the promotion and sale of powdered baby milks in the third world, was published.

In many respects it was this publication, and the subsequent lobbying that Andrew took part in around the infant feeding issue, that fuelled his passion for health activism. The introduction of the International Code of Marketing on Breast-milk Substitutes came about in no small measure as a direct result of the advocacy campaign he led for War on Want at the World Health Assembly. The campaign was so effective that the Code was adopted virtually unanimously, by 118 votes to 1, with the sole opposing vote coming from the United States Government.

Andrew supported the development of and mentored the early progress of the UK-based Baby Milk Action group - today still one of the most effective civil society groups in the world on infant feeding issues. From May 1984 Andrew provided strategic advocacy leadership to the International Baby Food Action Network (IBFAN) as the organization’s first General Administrator.

In 1986, Andrew’s account of the origins of IBFAN, *The Politics of Baby Food: Successful Challenges to an International Marketing Strategy*, was published. The book traces the campaign by pressure groups to restrict the marketing of dried baby milk as a baby food and to limit the irresponsible operations of some transnational companies. Peter Willets, the editor of *The Politics of Baby Food*, described Andrew in the book’s preface as ‘an ordinary person whose commitment to the issue gradually turned him into an expert campaigner’.

During the 1980s Andrew expanded his field of interest through his work in Bangladesh and other developing countries. He developed an understanding of questionable practices within the pharmaceutical and chemical industries; during this decade he used his ‘campaigning expertise’ to expose such practices to a wider audience. *Cleared for Export* written in 1985 and an article in the *Journal of Consumer Policy* in 1986 entitled ‘Not good for us but fit for them – an examination of the chemical and pharmaceutical export trades’ show his commitment to this new sphere.

Between 1984-88 Andrew worked as a freelance consultant for organisations such as the World Health Organization, UNICEF, Oxfam, Health Action International (HAI), Save the Children and the Bernard van Leer Foundation. This work included developing policy briefs, advising on research,

advocacy and communication strategies, undertaking programme evaluations, training and capacity development.

A particular highlight of this time was his work with Health Action International (HAI), where he managed an effective media strategy for HAI around the 1985 international meeting on a revised medicines strategy for the World Health Organization (WHO). In 1986 Andrew served as editor for *Health Now*, the newspaper published by HAI and IBFAN during the 1986 World Health Assembly.

Andrew's work with HAI centered on the need to remove some of the more hazardous and useless drugs from the market. Andrew published a number of books around this subject including *Antibiotics: the wrong drugs for diarrhoea (1987)*, *Towards Rational Drug Use (1988)* and *Peddling Placebos: an analysis of cough and cold remedies (1989)*.

Andrew's activism against the pharmaceutical industry was also represented in print format in 1990, with the publication of *A Healthy Business: World Health and the Pharmaceutical Industry*, which traces the campaign for a more sensible use of drugs.

'Andrew Chetley has played a powerful part among those who, despite the forces ranged against them, at last succeeded in inducing some change of stance by the industry ... His new book is able to end on a note of hope that before very long the pharmaceutical firms could become truly a part of the global effort to provide health care for all' – Ian Munro, Editor, *The Lancet* (1976-88)

From 1988-92 Andrew worked at the Bernard van Leer foundation in The Hague, Holland, where he researched, wrote and edited a range of publications based on monitoring of early childhood care and development projects. He also managed the communication and advocacy plan for the Foundation's input into the World Conference on Education for All in 1990, where he managed a successful set of interventions that led to the inclusion of early childhood education on the subsequent platform for action.

Andrew's publication *The Power to Change* was published in 1990 to coincide with the Conference; it reviewed the experiences of the Bernard van Leer Foundation's Costa Atlántica project in Colombia. The plight of the impoverished communities in Colombia had a profound effect on Andrew who was deeply moved by the 'strength of human character' shown by people living in absolute poverty who 'when given the opportunity to do so, were the architects of their own development.' His report became the basis of an hour-long Channel 4 documentary for the Dispatches series.

In 1992 Andrew moved back to the UK and returned to freelance consulting, working for a number of organisations including HAI and Save the Children. This included working with a team of staff and advisers at Save the Children to develop an advocacy position and document for the Social Development summit in 1995 entitled 'Towards a Children's Agenda'. He was also the lead writer drafting new chapters for a training manual on 'Promoting rational medicines use in the community' for the World Health Organization, as part of the work he did for HAI-Europe.

In 1995 Andrew published what some consider his seminal work, *Problem Drugs*, an examination of the misuse of tens of thousands of drugs, resulting from the way they are prescribed and used. This publication has since been translated in French, Russian and Spanish.

'ANDREW CHETLEY is a well-known voice that pricks the conscience of the pharmaceutical industry, medicines regulators and healthcare workers ... The book catalogues both bad medicines and medicine and proposes some sensible remedies. The messages in this well-researched book come over loud and clear.' – Sir William Asscher, *New Scientist*, 26 Aug 1995

From 1996 Andrew worked at Healthlink Worldwide (formerly AHRTAG), until his retirement in 2010. The charity sought to improve the health of poor and vulnerable communities by strengthening the provision, use and impact of information. He started as Editor of Child Health Dialogue and Child Health Programme Coordinator. He was also Director of the DFID funded Exchange programme (2001-2005), Director of Programmes (2005-2008) and then Executive Director (2008-2010).

During his time at Healthlink Andrew produced a newsletter that reached primary healthcare workers in remote areas with accessible information on treating childhood illnesses, which had an estimated readership of 1 million health workers; led the Positive Action Project which encouraged local non-governmental organisations across eastern Africa to better respond to the HIV/AIDS crisis and organised and chaired a global video conference in 2003, webcast live, that enabled public engagement with the election process for the Director General of the World Health Organization for the first time.

Andrew continued to act as a consultant for a variety of organisations whilst working at Healthlink; these included WHO, Department for International Development, Medicine Transparency Alliance, Health Action International, InfoDev at the World Bank and the UK Commission for Health Improvement.

In the late 1990s and early 2000 Andrew also made significant contributions to two global health networks; HIFA 2015 and the People's Health Movement.

Andrew worked closely with Neil Pakenham Walsh, of the Global Healthcare Information Network, to develop a small networking project called the Health Information Forum (HIF). Andrew helped to launch HIF-net in 2000. HIFA 2015 grew out of this development and is now an international health campaign and knowledge network with more than 5000 members, representing 2000 organisations in 167 countries.

The People's Health Movement (PHM) is a global network bringing together grassroots health activists, civil society organisations and academic institutions from around the world which currently has a presence in 70 countries. Working with Nand Wadhvani, of the Mother and Child Health and Education Trust, Andrew made significant contributions to the PHM in the early years; he was responsible for the early development and facilitation of the PHM website, in 2002 he organised a 2 day training for WHO advocacy group interactions at the World Health Assembly and in 2004 he facilitated the first evaluation of PHM.

Andrew also found the time to be a trustee for Health Poverty Action; a member of the World Health Organization's Expert Advisory Panel on Drug Policies, and Management; a member of the

Advisory Board for the Maternal & Child Health & Education Trust and a member of the Advisory panel on Health Exchange Magazine.

Never one to rest upon his laurels, Andrew used his retirement to enrich the community of Ipswich, joining an action group to save his local library and becoming a trustee of a local addiction charity, ICENI. He also began an Open University degree in creative writing and completed a fiction novel, based on the story of his family in Canada, just prior to his death.

Andrew's professional peers have, posthumously, described him as 'a passionate health activist, a brilliant writer and a master strategist'. The family have been inundated with touching remembrances and condolence messages from around the world, from people who worked with Andrew; from these the following message best sums up the man that I am very proud to call my father:

"Andrew had such a quiet humility, yet he also had tremendous strength, values, wisdom and compassion – as well as a range of excellent skills that were of outstanding value to the poor and to those around him, and were so often focused on enabling others. He was (and is) an inspiration in the best of ways." Martin Drewry, Director, Health Poverty Action.

Andrew is survived by his wife Ana, his ex-wife Gillian, his four children Rachel, Rebecca, Victoria and Graham and his older sister Valerie.