

Corporate Accountability International Intervention by Patti Rundall
Agenda Item 13.12: Prevention and Control of Non-communicable Diseases
WHO's role in the high-level meeting of the UN General Assembly on NCDs 21.5.11

Thank you for the opportunity to speak on behalf of Corporate Accountability International and its partner IBFAN.

Tobacco and diet-related disease are major causes of preventable death – and both are corporate driven. We congratulate the WHO and Member States for addressing the scourge of tobacco through the Framework Convention on Tobacco Control, the world's first public health and corporate accountability treaty.

However the implementation of the Treaty is still under threat from tobacco industry interference - an industry that shows no sign of complying with the guidelines in Article 5.3 that recognize its fundamental conflict with public health policies. Member States must heed WHO's call to remain vigilant if the Treaty is not to be undermined.

But tobacco is not the only threat. If the role of private sector in shaping and identifying priorities is to be expanded Member States must ensure that policies in food and water are also safeguarded from industries with inherent and often insurmountable conflicts of interest. If Member States are to address these problems effectively they cannot waste time and resources on unsustainable, unaffordable and ineffective solutions - bottled water, industry sponsored education, processed 'medical' foods claiming to cure diseases/

At the Moscow Global Forum it was disturbing to see that the Panel in the Working Group on food contained only the food industry, pushing its partnerships and voluntary, self-regulated promises as the solution. There was no one present to provide a serious analysis of the industry pledges - such as the one published in Public Health Nutrition earlier this year¹, which shows their limitations and inconsistencies. I hope that such mechanisms will not be used in the UN Summit in New York.

Finally we ask Member States to apply the safeguards in Article 5.3 of the FCTC creating clear and enforceable standards in relation to water, public health and nutrition. These measures must go beyond individual conflicts of interests, and address institutional conflicts of interest.

Thank you

¹ *An analysis of the content of food industry pledges on food marketing to children* Corinna Hawkes^{1,*} and Jennifer L Harris Public Health Nutrition
<http://journals.cambridge.org/download.php?file=%2FPHN%2F51368980011000607a.pdf&code=956f592c88e28fb20efbe7a12d05dd39>
Left wanting more: a survey of food companies policies on food marketing to children 2009
www.consumersinternational.org/news-and-media/publications/left-wanting-more-a-survey-of-food-companies-policies-on-marketing-to-children