Addressing the Commercial Determinants of Health

The Fourth Global Model World Health Assembly,

Recalling resolution WHA74.16 (2021) on social determinants of health and resolution WHA69.10 (2016), which adopted WHO's Framework of Engagement with Non-State Actors for WHO itself, and recognizing the distinct obligations of Parties under Article 5.3 of the WHO Framework Convention on Tobacco Control;

Recognizing that commercial determinants of health include private-sector activities and the political and economic conditions that shape their effects on health;

Acknowledging that commercial activity can improve health through access to medicines, technologies, services and employment while certain products and practices can contribute to disease and health inequities;

Concerned that marketing, product design, pricing, labour conditions, environmental effects, lobbying and misinformation can influence health risks and public policy;

Recalling that Article 5.3 of the WHO Framework Convention on Tobacco Control requires Parties to protect tobacco-control policies from the commercial and other vested interests of the tobacco industry;

Noting WHO's 2025 World Report on Social Determinants of Health Equity and its recommendations concerning commercial determinants, while recognizing that these recommendations are not themselves a comprehensive binding regulatory regime;

Recognizing that commercial influences can cross borders and that national authorities may face differences in regulatory capacity;

Concerned that commercial practices, including the marketing of unhealthy products, corporate funding of health research and efforts to influence government decisions, can undermine public-health policies, particularly when financial relationships between companies, researchers, health organizations and government officials are not disclosed,

1. URGES Member States:

   (1) to identify business practices that may harm health, such as advertising unhealthy products to children or exposing workers to unsafe conditions, and determine which problems need government action;

   (2) to require officials who develop public-health policies to disclose financial interests or relationships with companies that could benefit from their decisions, and to establish rules for managing these conflicts of interest;

   (3) to make meetings with companies more transparent by requiring government officials to disclose meetings, consultations and financial relationships with businesses seeking to influence public-health policies, while protecting personal privacy and confidential business information;

   (4) to monitor advertising and other marketing of products that can harm health, particularly marketing directed at children, and establish ways for the public to report violations so that authorities can investigate complaints and take action against companies that fail to comply with national regulations;

(5) to consider measures such as health warnings on products, restrictions on advertising and taxes on products that contribute to disease, with the aim of reducing their consumption and preventing illness, while assessing whether these measures place an unfair financial burden on people with low incomes;

(6) to assess whether these measures are reducing the consumption of harmful products and improving public health, and to adjust them when necessary to protect low-income households, maintain access to essential goods and support workers whose employment may be affected;

(7) to improve cooperation among health, finance, trade, labour and consumer-protection authorities when decisions affecting business activity also have consequences for public health;

2. INVITES international and regional organizations, medical and public-health professional associations, universities and public-health research institutions, consumer and patient organizations, employers' and workers' organizations, and relevant businesses:

(1) to conduct research on how advertising, product design, working conditions and other business practices affect people's health, and whether government measures to reduce harmful practices are effective in preventing illness and injury;

(2) to help Member States identify advertising of products that can harm health, particularly advertising directed at children through social media, and cooperate across national borders to investigate violations and prevent companies from avoiding national advertising restrictions;

(3) to encourage businesses to review their products, advertising and other practices that may harm health, and take steps to reduce those risks, including by improving product safety and ending misleading health claims;

3. REQUESTS the Director-General:

(1) to continue reviewing research on how business practices affect health, including which government measures have been effective in reducing harm;

(2) to share examples of how Member States address conflicts of interest, monitor advertising of unhealthy products and assess the health effects of commercial practices;

(3) to assist Member States, upon request, in considering measures to reduce harmful commercial influences on health, drawing on existing WHO guidance and experience.