

Corporate Strategies to Influence Trade & Health Policies



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Focusing Upstream



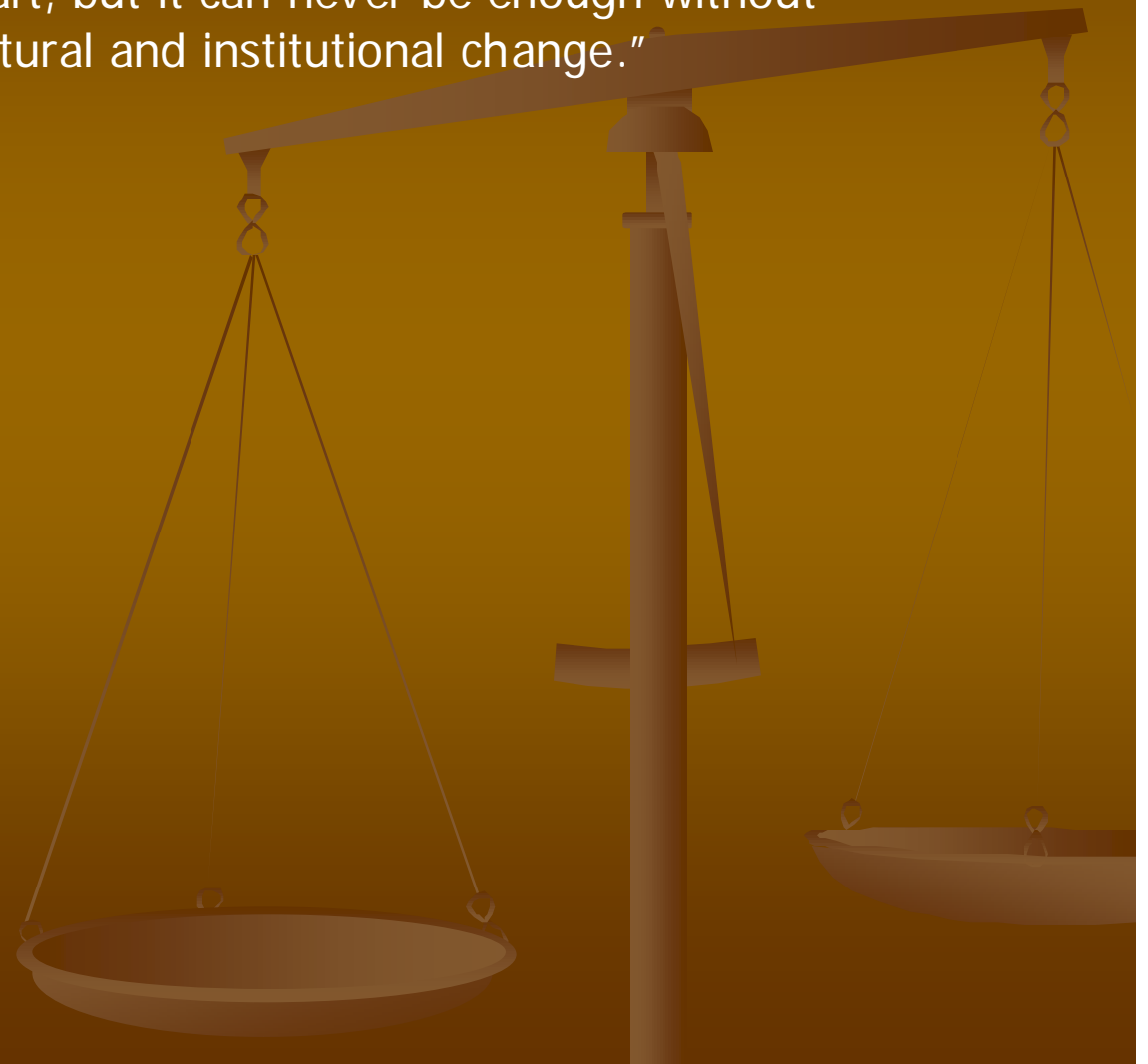
Blaming the Victim: individual risk factors

**Professional Preparation
Programs and Interventions**

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“Lifestyle change is a good start, but it can never be enough without a commitment to radical structural and institutional change.”

K. Jones *The New Social Face of Buddhism*



Successful Public Health: Passive & Distal

- Sanitation
- Immunizations
- Food & water additives
- Occupational health protections
- Air & water pollution standards
- Engineering product safety & injury prevention



Public Health & Corporations

- Focus on single company
- Focus on an industry
- Focus on a specific product or service
- Campaigns

“Never hope that a weeping willow will give you dates.”

Rumi

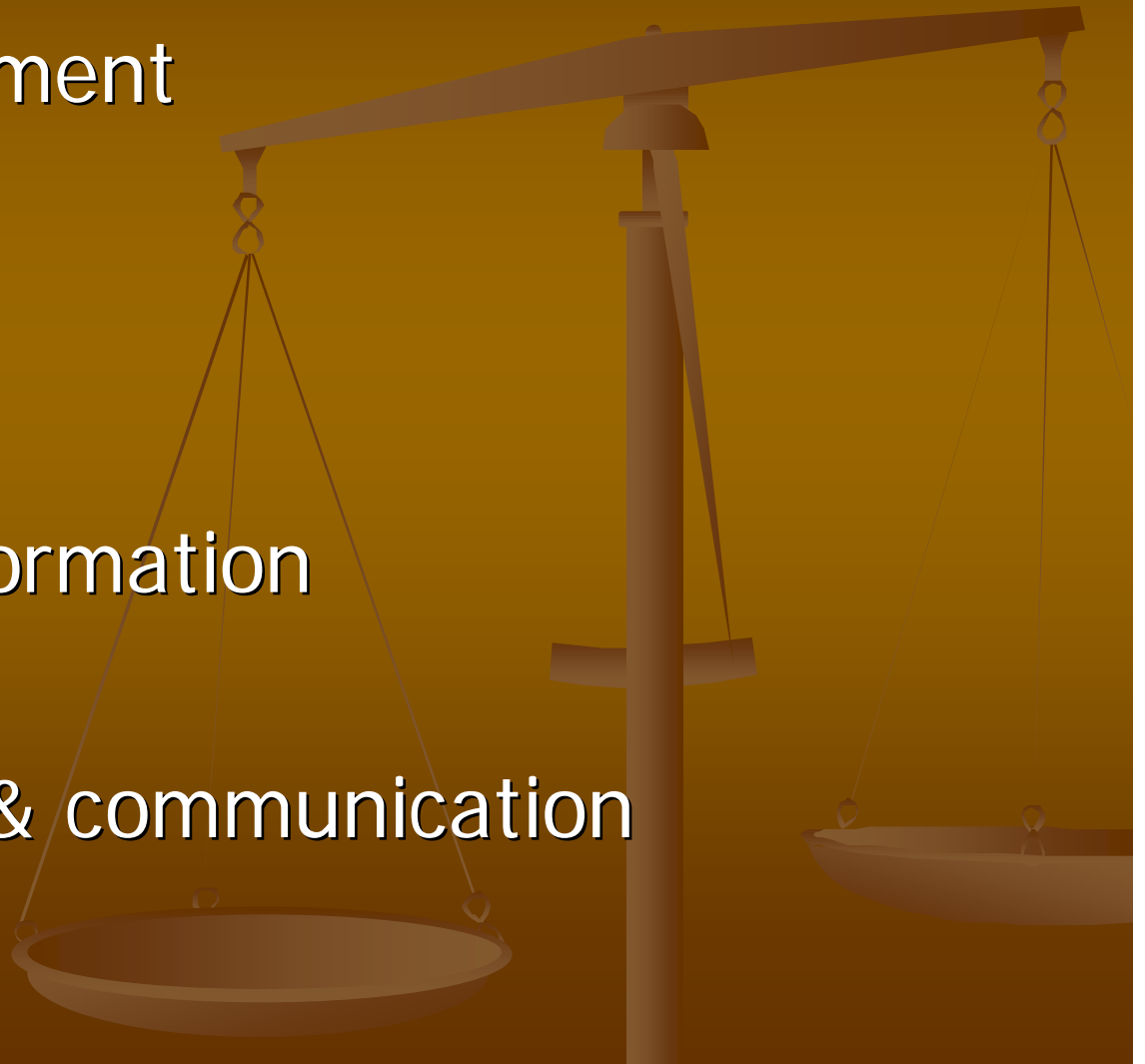
Public Health Strategies

- Public Information
- Legislation
- Litigation
- Campaigns
 - Company
 - Nestle's
 - Monsanto
 - Industry
 - Firearm manufacturers
 - Automobile manufacturers
 - Pharmaceutical manufacturers
 - Organizations & agencies
 - World Trade Organization
 - US Trade Representative



Corporations: pervasive & dominant

- Products & services
- Natural environment
- Work place
- Politics
- Home & family
- Education & information
- Food
- Transportation & communication
- Medical care



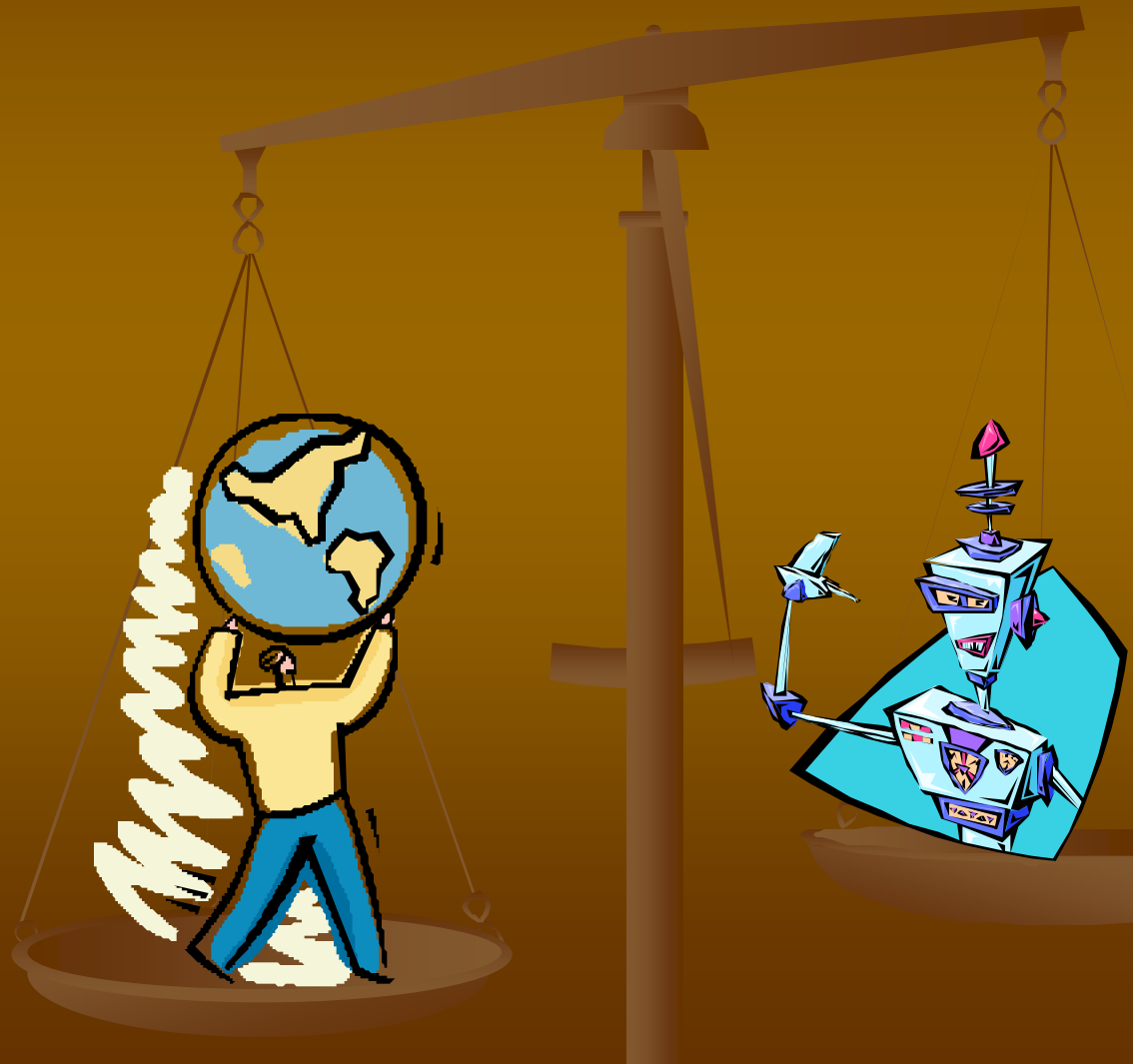
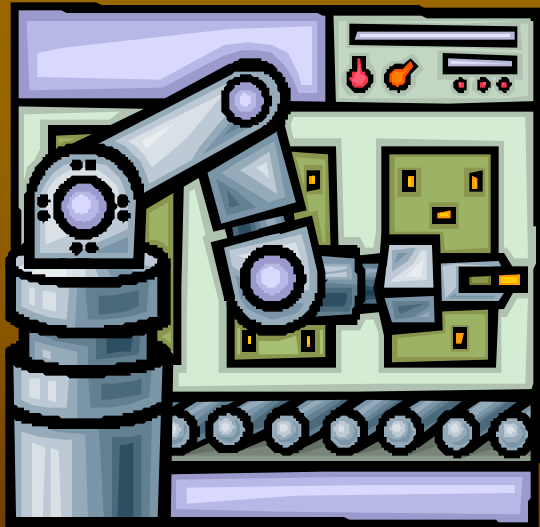
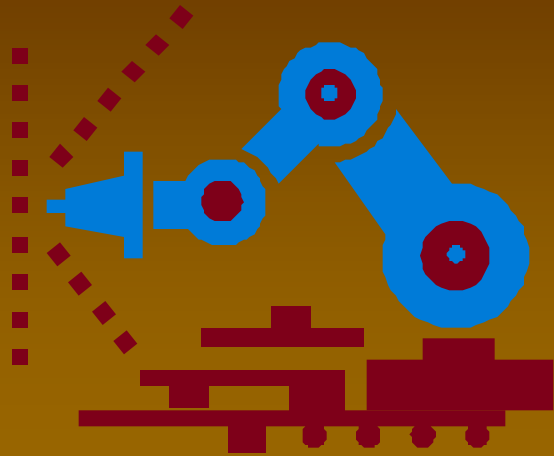
Corporate Entity

- Historical creation through legislative, judicial & trade agreements
 - For Profit
 - Rights of Personhood
 - Right to sue
 - Unlimited lifespan
 - Shareholders subordinate to management
 - Diversify & integrated
 - Limited Liability for shareholders
 - Commercial and political speech

"...corporations have been enthroned...an era of corruption in high places will follow...until wealth is aggregated in a few hands...and the Republic is destroyed"

Abraham Lincoln [in T. Nance *Gangs of America*]

Corporations Do Not Have Human Attributes



Graphic: Microsoft Office PowerPoint Clip Art

Characteristics of the Corporate Entity

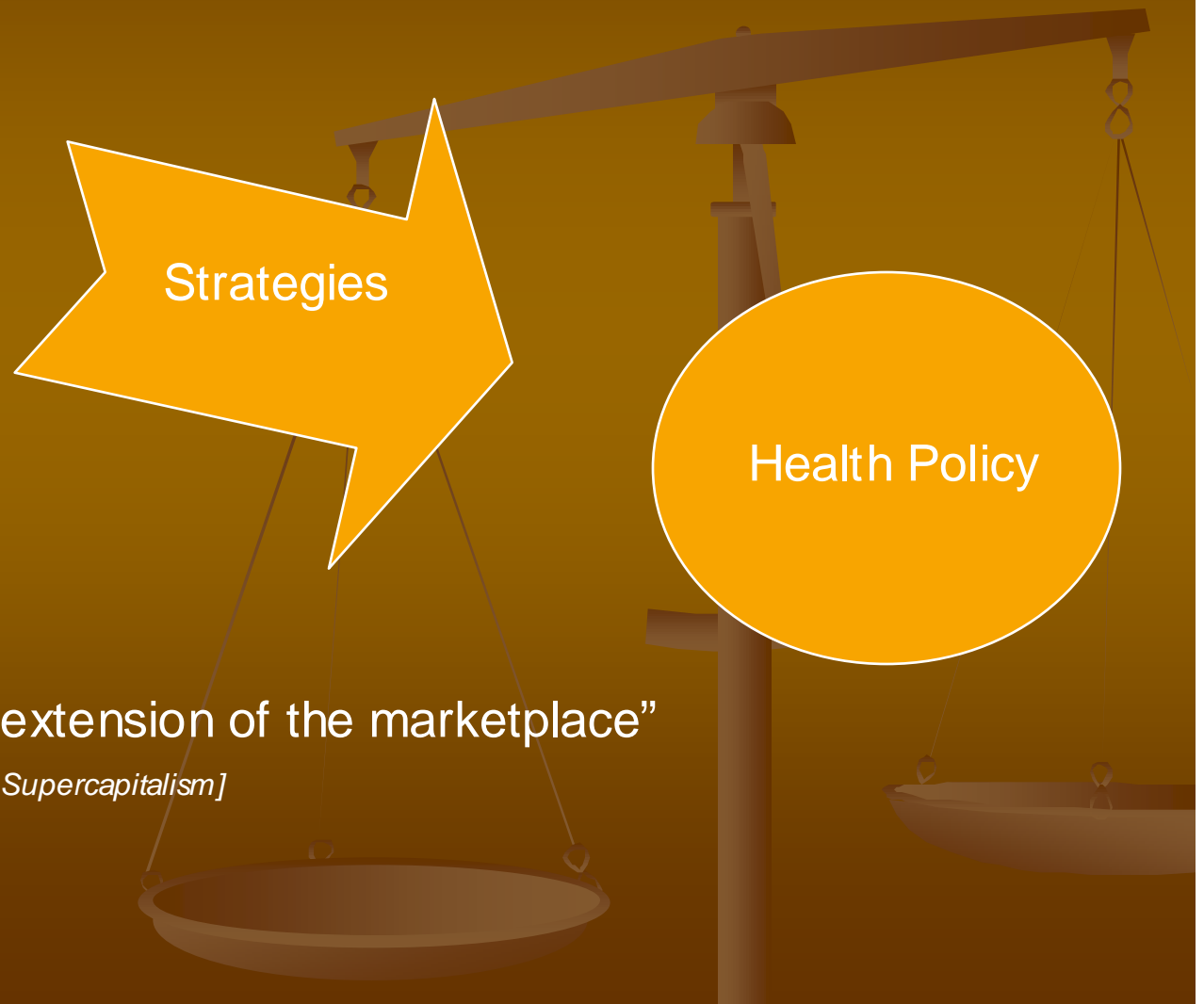
Increase shareholder value
Avoid taxation & regulation
Externalize costs
Common Strategies

"What corporations do well, what corporations are designed to be, is the problem."

R. Grossman



The Corporate
Entity

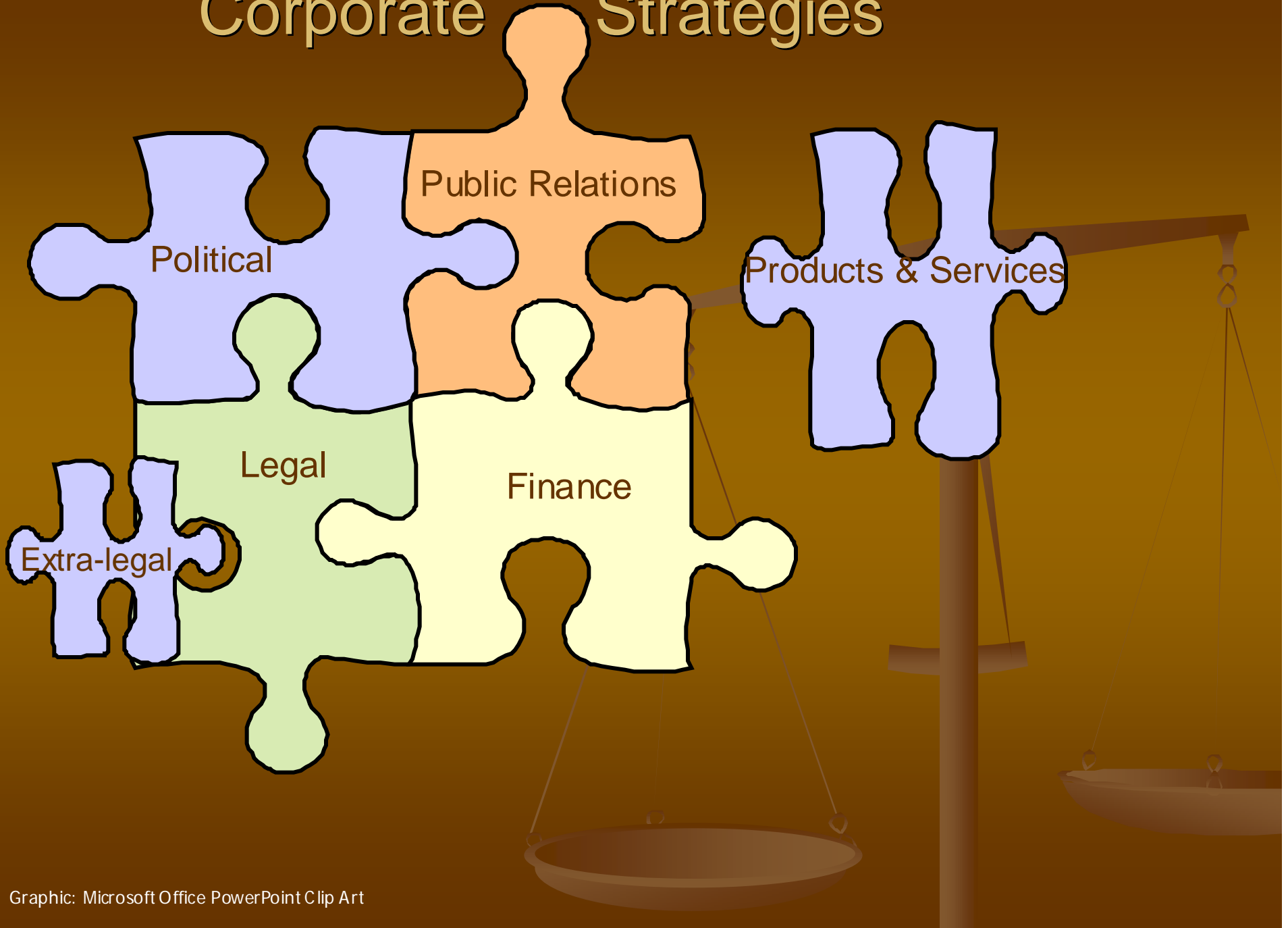


“the policy process is an extension of the marketplace”

L. Maddox, Lobbyist [quoted in R. Reich, *Supercapitalism*]

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Corporate Strategies



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Political

- Lobbying
- Legislation
- Election campaign contributions
- Travel & gifts, invitations
- Governmental boards and panels
- “Revolving door”
- Higher governmental level

“Companies are not citizens”

R. Reich *Supercapitalism*

Finance

- University research
- Business groups
- Financial institutions
- Foundations

“The rise of entrepreneurship in universities has resulted in an unprecedented rise in conflicts of interest, specifically in areas sensitive to public concern.” S. Krimsky *Science in the Private Interest*

“Foundations...represent relatively unregulated and unaccountable concentrations of power and wealth which...establish an agenda of what merits society's attention...delaying and preventing more radical, structural change.” J. Roelofs *The Mask of Pluralism*

Public Relations

- Experts
- Professional organization activities
- PR firms
- Conceptual framing
- “Front” groups
- Neutralize



Products & Services

- Product characteristics, availability, price, patents
- Cost efficiency of geographic area
- Research used for regulation
- Targeted marketing
- Manipulate the research process
- Trade organizations

Legal

- Litigation
- Arbitration
- Withhold information

“Transnational corporations transcend responsibility to even nation-states and citizens”

D. Loy, *The Great Awakening*



Extra-legal

- Against opposition
 - Individuals
 - Organizations
- Historical & contemporary

“Corporate criminals are the only criminal class in the United States that have the power to define the laws under which they live.” *Corporate Crime Reporter* 6/12/07

Public Health Strategies

- Refocus
- Reframe
- Redesign
- Research
- Disconnect

“Corporate ‘social responsibility’ is as meaningful as cotton candy.”

R. Reich *Supercapitalism*



Graphic: Microsoft Office PowerPoint Clip Art

Strategies to address the corporate entity

- Restructure
- Regulate
- Promote Alternatives

"Inspiration ...resides rather in humanity's willingness to restore, redress, reform, rebuild, recover, reimagine and reconsider."

P. Hawken *Blessed Unrest*

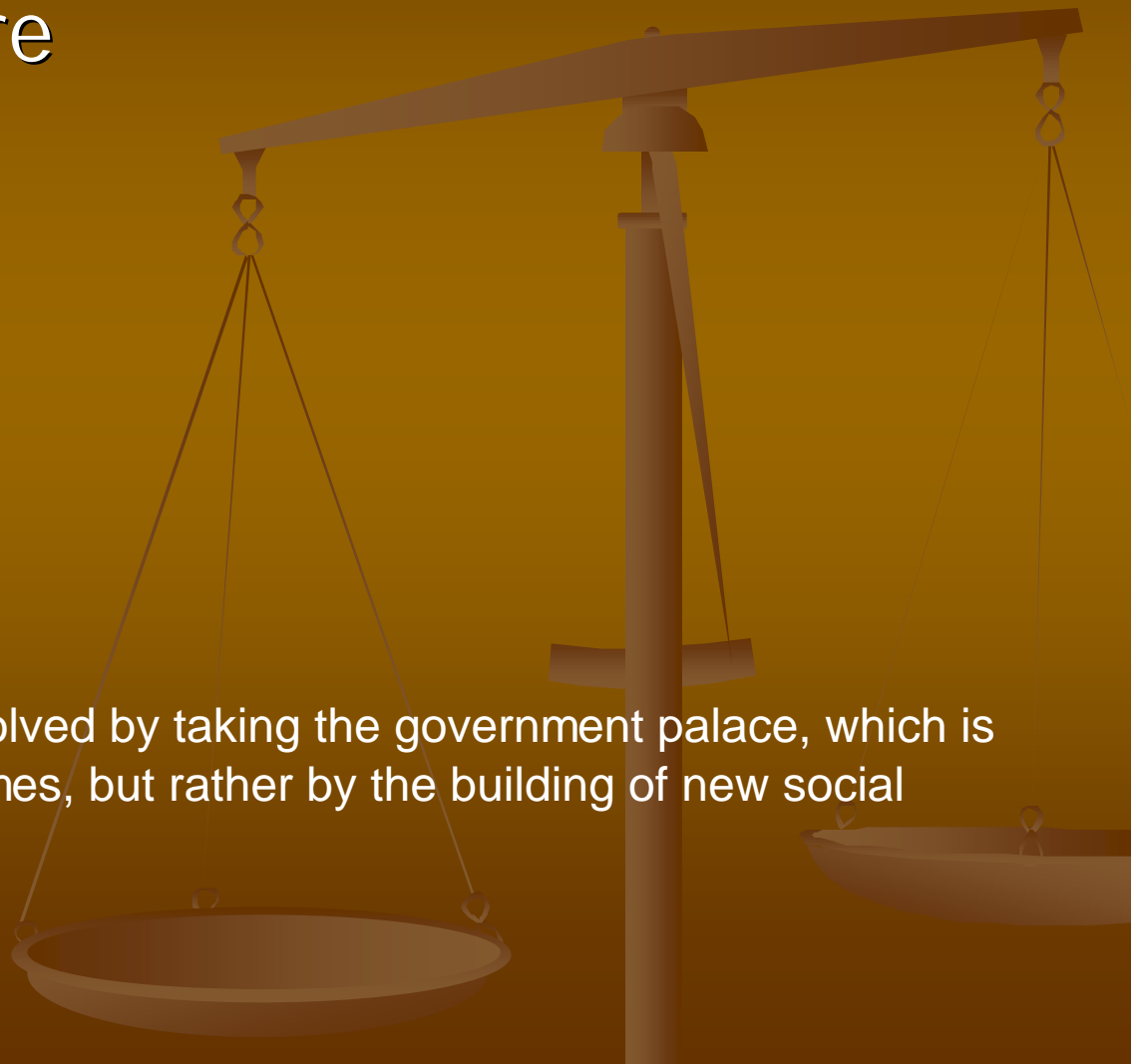
"I'm very much an environmentalist, but I'm a proponent of solving problems with better products, rather than deprivation."

E. Musk, Chairman of Tesla electric automobile company; *Newsweek* 10/29/07

Public Health Strategies

- PH Infrastructure
- Trade & Health
- Alliances
- Direct action

"The question of power is not resolved by taking the government palace, which is easy and has been done many times, but rather by the building of new social relations." João Pedro Stedile



Ethics



- Prodemocracy
- Altruism

“Democracy isn’t the work of the market; it is the work of real hands”

N. Klein *Fences and Windows*

“Action in the world is desirable, while inner transformation is indispensable”

M. Ricard in *The Monk and the Philosopher*

“Only some kind of psychospiritual conviction, training, and insight goes deep enough to support the necessary radical social shift.”

K. Jones *The New Social Face of Buddhism*

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<http://www.informedeating.org/newsletters/060315.htm>

Reform Web sites

- Endgame <http://www.endgame.org/>
- Essential Information <http://www.essential.org/>
- Challenging Corporate Power: Women's International League for Peace and Freedom <http://www.wilpf.org/cvd>
- Center for Media and Democracy PR Watch <http://www.prwatch.org/>
- Center for Policy Analysis on Trade and Health <http://www.cpath.org/>
- Corporate Accountability International <http://www.stopcorporateabuse.org/cms/>
- Corporate Accountability Project <http://www.corporations.org/>
- Corporate Crime Reporter <http://www.corporatecrimereporter.com/>
- Corporations and Health Watch <http://www.corporationsandhealth.org/>
- Corporate Watch: Holding Corporations Accountable <http://www.corpwatch.org/index.php>
- Ending Corporate Governance <http://www.ratical.org/corporations/>

Reform Sites Cont'd

- Global Trade Watch. Public Citizen. <http://www.citizen.org/trade/>
- Interfaith Center on Corporate Responsibility <http://www.iccr.org/>
- International Forum on Globalization <http://www.ifg.org/>
- Multinational Monitor <http://multinationalmonitor.org/>
- Natural Capital Institute <http://www.naturalcapital.org/index.htm>
- Our World Is Not For Sale: Stop Corporate Globalization <http://www.ourworldisnotforsale.org/index.asp>
- Program on Corporations, Law & Democracy <http://www.poclad.org/>
- Rat Haus: Ending Corporate Governance <http://www.ratical.org/corporations/>
- US Social Forum <https://www.ussf2007.org/>
- World Social Forum <http://wsfprocess.net/>; <http://wsf2007.org/>
- Yes! Magazine. Positive Futures Network. <http://www.yesmagazine.org/article.asp?ID=1825>