



Commercial Determinants of Health: Healthy markets and public spaces

Webinar for Regional Healthy City Network for South-East Asia

16 July 2026

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In this webinar:



Understanding of
commercial
determinants of
health



Common issues on
healthy markets and
public spaces



Challenges on
health-harming
products and health
promoting activities:
marketing and tactics



Potential action at
city level



Recommended
action

Rising health harming commercial practices

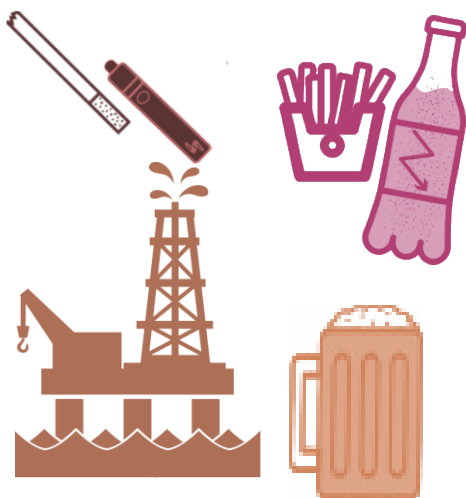


Table 1: Commercial Burden of Disease: estimating the global burden of deaths attributable to commercial sector products and practices

Risk factors ¹	Deaths caused by communicable, maternal, neonatal, and nutritional diseases		Deaths caused by non-communicable diseases*		Deaths caused by injury		All causes of death	
	Deaths	Percent of global total	Deaths	Percent of global total	Deaths	Percent of global total	Deaths	Percent of global total
COMMERCIAL PRODUCTS								
Air pollution	465,824	4.6%	4,040,369	9.6%			4,506,193	8.0%
Ambient ozone pollution								
Ambient particulate matter pollution								
Alcohol	292,427	2.9%	1,849,872	4.4%	299,675	7.0%	2,441,973	4.3%
Alcohol use			3,076,839	7.3%			3,076,839	5.4%
Dietary risk								
Diet high in processed meat								
Diet high in sodium								
Diet high in sugar-sweetened beverages								
Diet high in trans fatty acids								
Tobacco	629,134	6.2%	8,392,305	20.0%	31,840	0.7%	9,053,278	16.0%
Chewing tobacco								
Secondhand smoke								
Smoking								
Subtotal – commercial products	1,387,385	13.6%	17,359,385	41.3%	331,514	7.7%	19,078,285	33.7%
COMMERCIAL PRACTICES								
Occupational risk								
Occupational asthmagens								
Occupational carcinogens								
Occupational injuries								
Occupational particulate matter, gases, and fumes								
Subtotal – commercial practices			909,011	2.2%	311,491	7.3%	1,220,501	2.2%
Total – commercial products and practices	1,387,385	13.6%	18,268,396	43.5%	643,005	15.0%	20,298,786	35.9%
Global total deaths	10,193,395		42,034,124		4,299,441		56,526,960	

*NCD deaths include deaths from cancer, cardiovascular disease, chronic respiratory diseases, digestive diseases, neurological diseases, substance use disorders, diabetes and kidney diseases, skin and subcutaneous diseases, sense organ diseases, musculoskeletal diseases, mental disorders and “other” NCDs.

Source: Global Burden of Disease Collaborative Network. Global Burden of Disease Study 2019 (GBD 2019) Results. Seattle, United States: Institute for Health Metrics and Evaluation (IHME), 2020. Available from <http://ghdx.healthdata.org/gbd-results-tool>

¹ For a full list of GBD data sources, see <http://ghdx.healthdata.org/about-ghdx/our-information-sources>

Defining commercial determinants of health

“The commercial determinants of health are those **conditions, actions and omissions** that affect health.

Commercial determinants arise in the context of the **provision of goods or services for payment** and include **commercial activities**, as well as the **environment in which commerce takes place**.

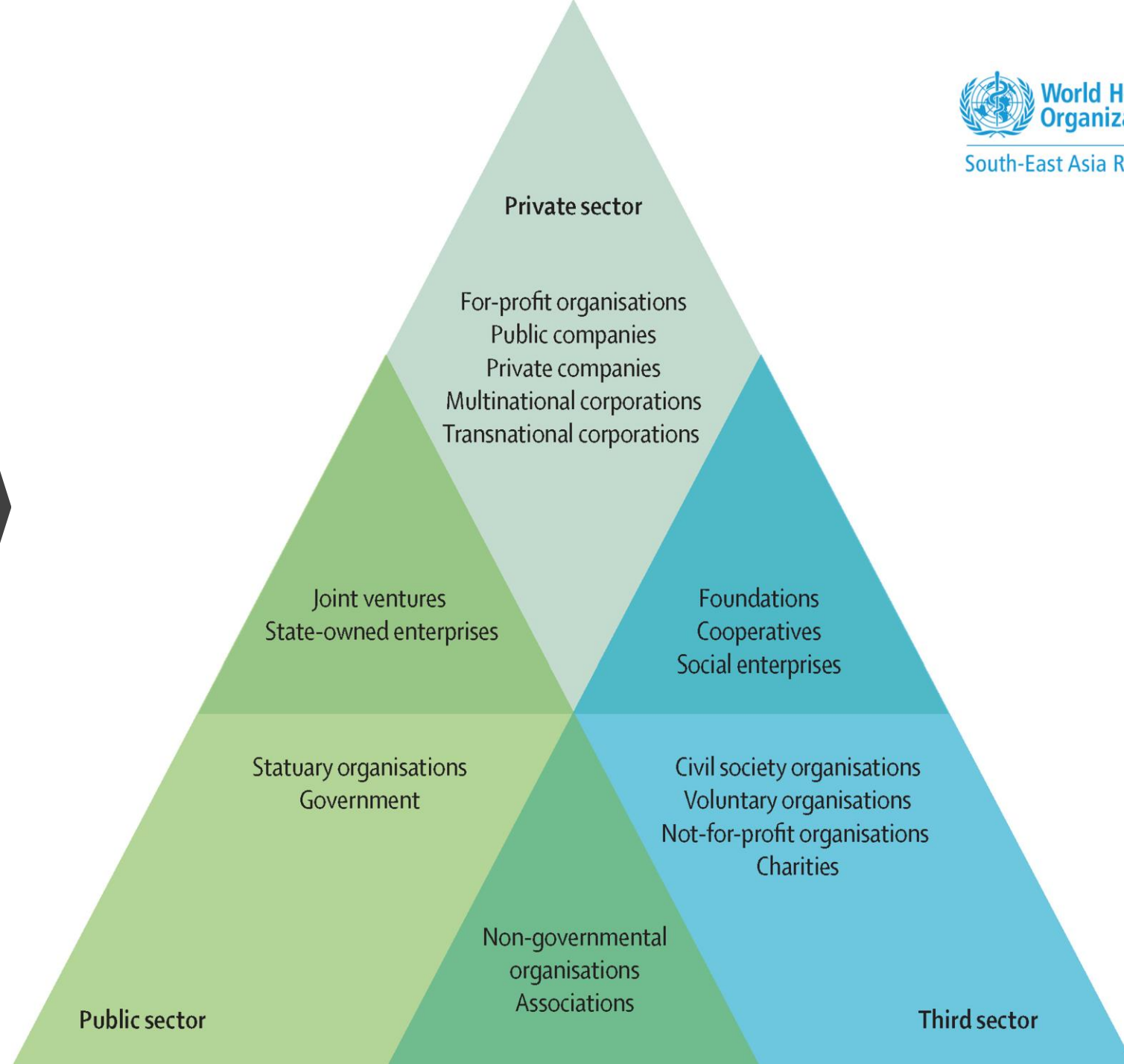
Commercial determinants can have **beneficial and/or detrimental** impacts on health.”

UN Secretary General's report on noncommunicable diseases to the UN General Assembly (UNGA) (A/72/662)

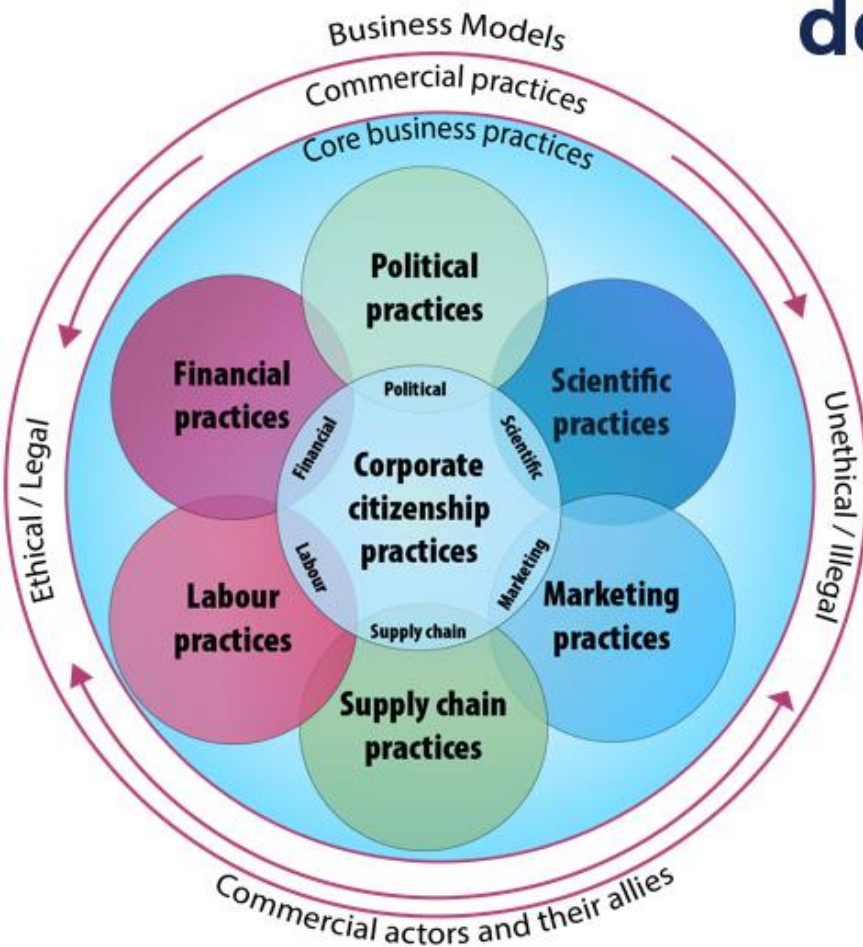
WHO Director General's report to the Executive Board (EB142/15)



Commercial
actors:
heterogeneity
and
complexity

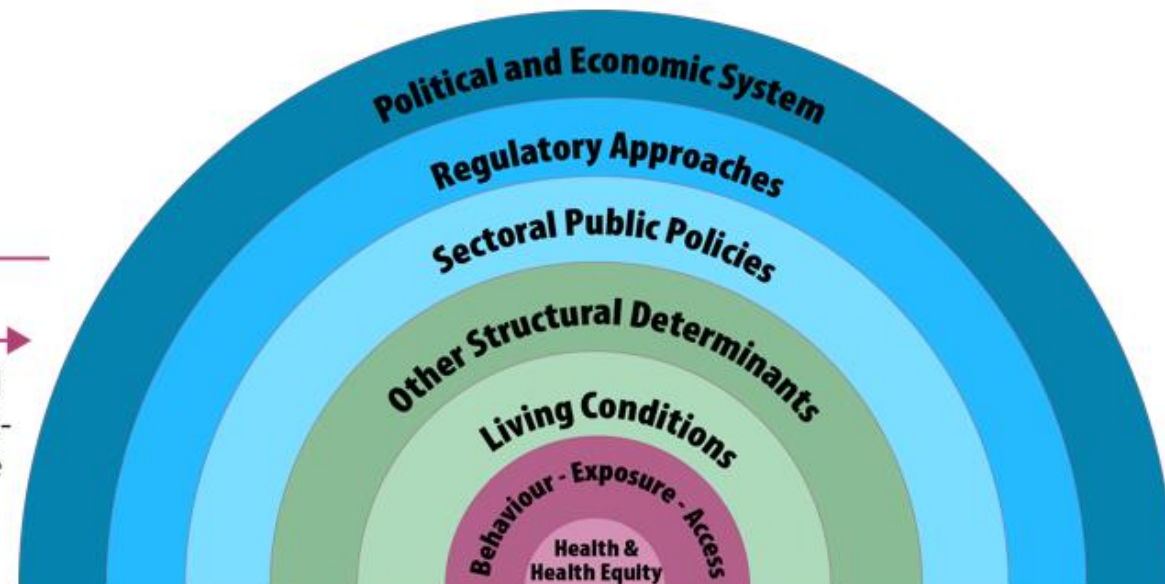


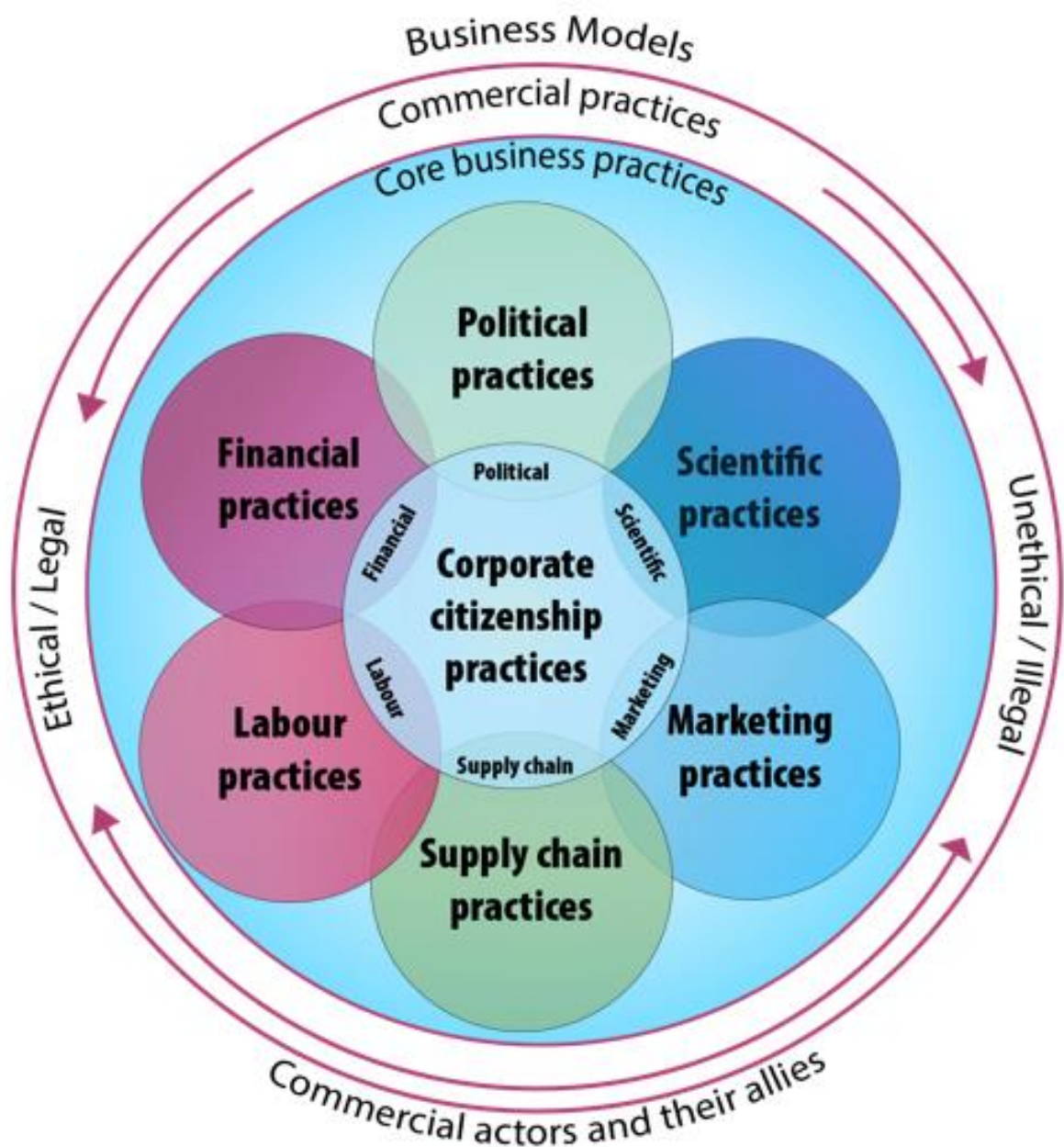
The commercial dimension of the social determinants of health



Broader determinants: Shape commercial incentives and power asymmetries

Broader determinants: Shaped at all levels by commercial practices and in the interests of the commercial sector





Businesses rely on a common set of commercial practices – their impacts can be health-promoting, health-harming, or health-neutral

CORE BUSINESS PRACTICES



These are practices commercial actors engage in as **part of advancing their core profit generating business**

- products and services
- human resources
- waste management
- Efficiency
- other market actions

CORPORATE CITIZENSHIP PRACTICES



These are practices commercial actors engage in as **part of preserving and extending their ability to engage in core business practices**

- managing reputation
- minimising legal and tax liability
- gaining and defending subsidies

Pathways of impact

The Global Report's evidence review identified **five partially overlapping pathways of impact**:

- 1. Products:** **Direct impact** from commercial products
- 2. Environment:** **Direct impacts** from environmental exposures arising from commercial products and practices, and **contributory impacts** from commercial activities that shape environmental determinants of health.
- 3. Social:** **Direct impacts** from commercial practices that shape occupational conditions, and **contributory impacts** on health from commercial practices that influence social and economic sectors essential for health.
- 4. Healthcare:** **Direct and Contributory impacts** on health arising from commercial practices that shape healthcare access and innovation.
- 5. Power:** *Impacts arising from commercial practices that **shape knowledge, information, economics and politics, and power** relative to communities and governments*

Example of pathways of harmful impact on health and health equity.



Application of CDoH in city contexts

- Healthy markets and public spaces
- Tobacco consumption
- Alcohol & safe transportation
- Irrational use of medicines and supplements

Visualizing healthy markets



Healthy Food Market Images - Free Download on Freepik



healthy choice markets — Healthier Choices Management Corp



Not All Stands in Farmer's Markets Sell Healthy Food – How to Sho...



Premium Photo | Healthy lifestyle display of fresh fruits and ...



Healthy Food stock photo. Image of ripe, market, carrots - 139950...



Premium Photo | Organic healthy vegetables on the market



London, UK - 6 June 2023: A healthy eating market stall at Borough ...



BYND Press Release: Global Healthy Foods Market to ...



healthy choice markets — Healthier Choices Management Corp



Premium Photo | Healthy lifestyle display of fresh fruits and ...



<https://www.bing.com/images/search?view=detailv2&ccid=i%2f>



Feedback

Marketing & irrational use of medicines & supplements



[Consumer Reports Attacks Dietary Supplements](#)



[Pharmaceutical Marketing PowerPoint and Google Slides Template - PPT Slides](#)



[PharmAssist Blog](#)



[Intro to Supplement Marketing - Quality Supplement MFG - Custom ...](#)



[Supplement Marketing Company, Services Firm](#)



[Supplements That May Interact with Pr...](#)



[eureka digital – Digital Marketing & Advertising Agency](#)



[Best Supplement Marketing Tactics That Work in 2026 | Pronto](#)



[Supplement & Drugs - Nutrition SC Public Company Limited](#)



VITAMINS & SUPPLEMENTS MARKET

Feedback

Tobacco consumption versus clean air and smoke-free environment



Smokefree Cities... - Smokefree Cities Phil...



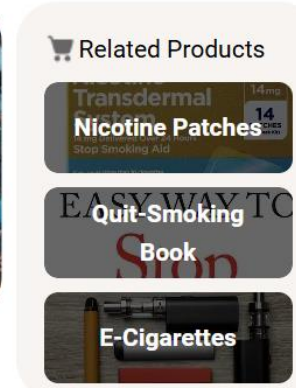
Support a Smoke-Free Texas | Americ...



Irvine smoke free city sign hi-res stock photography and images - ...



Smoke-Free Cities | Campaign for Tobacco-Free Kids



Street Signboards of a Smoke-free City Mall in Australia Stock Imag...



Smoke free cities | PPTX



Street Sign of Smoke-free City Malls in Australia Stock Imag...



Free Smoke-Free Zone Sign Image | Downlo...



Creating a Healthy Jakarta with Smoke-Free Zones || Jakarta ...



Be Tobacco-Free



PechaKucha Presentation: Smoke Free City



What does it mean to be "SMOKE FREE"?

A "smoke-free city" is a city that has adopted and implemented legislation that prohibits smoking in all indoor workplaces, all indoor public places, and all public transportation, with no or very limited exceptions



How Does Your City Rank?

Smoke-Free Indoor Air

32 out of 75 cities earned a medal for Smoke-Free Indoor Air policies.



Feedback

Visualizing healthy public spaces



The Importance of Green Spaces in Cities | Zameen Blog



This World Habitat Day, the Healthy Cities for Adolescents programme is ...



Best 13 Network of Green Public Spaces for the City Centre – Artofit



Benefits of Green Spaces in Urban Areas, Why They Matter?



The Role of Public Spaces in Urban Livability – HomeSight.org



Nature in the Metropolis: Blending Green Spaces into Urban Design



Creating Inviting Public Spaces: Architectural Insights for Community ...



Researchers discover surprising factor that can make cities healthier ...



Urban Planning and Public Spaces – Designing for Community – HomeSigh...



Feedback

Visualizing Safe & Healthy Transportation Systems



Futuristic City with Sustainable Transportation and Green Urban Design ...



Shaping Cities: The Role of Public Transportatio...



Pedestrian Friendly Urban Planning: The Future of Urban Design - IEREK



Sustainable Mobility Solutions: New Smart Transport in Cities ...



Urban Planning & Public Transportation: Sustainable Citi...



Best Cities For Sustainable Transport at John McIn blog



floating bus stop with bus dexter seattle | City bicycles, Bus network, Bus



Quantitative Evaluation of Friendliness in Streets' Pedestrian Networks ...



Premium AI Image | Efficient Public Transportation System with Buses ...



Feedback

Example of Commercial products with potential harms : Motorcycles

MC Trye, Weight

- Tyre width (Thai 70-90mm/India 90-120mm)
- Rim diameter (Thai 14-16 inches/India 10-12 inches)



94 Kg

Rear Wheel 80/90-14 inch
Front Wheel 90/90-14 inch
Brake Disc/drum

New Scoopy 2022



98 Kg

Rear Wheel 70/80-14 inch
Front Wheel 80/90-14 inch
Brake Disc/drum

รถจักรยานยนต์ Yamaha



107 Kg

Front Wheel 12 Inch
Rear Wheel 10 Inch
Brake Disc/drum



105 Kg

Front Wheel 12 Inch
Rear Wheel 10 Inch

ไม่โปรโมท

Thailand

India

Marketing
light weight
for speed
over safety
measures.

Example of Commercial products with potential harms : Motorcycles

Motorcycle tyres



Example of Commercial products with potential harms : Motorcycles

MC Seats “properly designed”



Too long
seat can be
blocked the
signal lights
by
passenger's
bag or
jacket tail.

Example of Commercial products with potential harms : Motorcycles

Speedometer MC/Scooter 110cc



Speed
is the
enemy
of
safety

Examining commercial practices (breakout group discussion)

Group 1: Healthy market (food, beverage, alcohol, medicines, supplements, health-promoting products)

Physical market & its environment

- Commercial practices that shape the food, snacks, beverages we consume on daily bases
- Visibilities and marketing tactics
- Inducive environments for over consumption
- Promotion and influences
- Socio-cultural tactics
- Administrative interferences

Virtual or e-marketing

- Channels to individual needs
- Marketing tactics
- Financial incentives
- Regulation gaps

- ☐ Please discuss who are the target population or vulnerable population to these potential health-harming products and marketing systems.
- ☐ What key strategies you think cities can do to counter negative influences of these commercial products, marketing and system?
- ☐ How do you think these counter measures can be sustained in your cities?

Group 2: Healthy public space (tobacco control, and commercial practices influencing road-safety)

- How health-harming commercial products such as tobacco and alcohol being sold or marketize in your city? What are their tactics in marketings, promotion, or incentives to population to consume their products?
- How are they sponsor your public events, urban spaces, and influencing public finance for city development?
- How do you regulate potential harm of road traffic crashes due to alcohol consumption, speeding, inadequate traffic lights, accessible to motorcycle sales, etc.?
- Who are the target urban population and vulnerable people? What make them vulnerable?
- Please discuss key strategies that your cities can counter negative influences of these products and marketing system?
- How do you think these counter measures can be sustain in your cities?

Recommended actions

A HEALTHY MARKET FOR A HEALTHY COMMUNITY

HEALTH HARMING COMMERCIAL DETERMINANTS CONTROLLED,
HEALTHY LIFESTYLES PROMOTED

HEALTH HARMING COMMERCIAL DETERMINANTS CONTROLLED



RESTRICTED MARKETING
No advertising of unhealthy products



LIMITED AVAILABILITY
Limits on unhealthy products in-store



HEALTHY CHOICES MADE EASY
Healthy options are affordable and accessible



TRANSPARENCY
Clear product labeling and responsible business practices



COMMUNITY OVERSIGHT
Policies shaped with community input and independent oversight

CHOOSE HEALTH



EAT WELL



BE ACTIVE



FEEL GOOD

OUR HEALTH,
OUR FUTURE

HEALTHY LIFESTYLES PROMOTED



BE ACTIVE



EAT WELL



MANAGE STRESS



CONNECT

WATER
NOT SUGAR

COOKING
DEMO TODAY!



EAT WELL.
LIVE WELL.

HEALTH ISN'T JUST A
PERSONAL CHOICE.
IT'S SHAPED BY THE
MARKET WE BUILD
TOGETHER.



BUILDING A HEALTHIER COMMUNITY TOGETHER



STRONG POLICIES
FOR PUBLIC HEALTH



FAIR AND ETHICAL
BUSINESS PRACTICES



SUSTAINABLE
FOOD SYSTEMS



EQUITABLE ACCESS
FOR ALL



HEALTHIER PEOPLE,
STRONGER COMMUNITY

HEALTHY MARKETS.
HEALTHY PEOPLE.
HEALTHY FUTURES.



HEALTHY PUBLIC SPACES FOR HEALTHY CITIES

Cleaner Air. Safer Streets. Better Health for All.

HEALTH HARMING COMMERCIAL PRODUCTS AND PRACTICES CONTROLLED



NO SMOKING
ALL PUBLIC SPACES



NO ADVERTISING
OF TOBACCO, ALCOHOL,
UNHEALTHY FOODS
OR FOSSIL FUELS



LIMITED NOISE
QUIET ZONES PROTECT
MENTAL HEALTH



LOW SPEED LIMITS
SAFER STREETS FOR
EVERYONE



CLEANER AIR POLICIES
CONTROL EMISSIONS
FROM VEHICLES AND
INDUSTRY



NO LITTERING
CLEAN AND GREEN
PUBLIC SPACES

HEALTHY ENVIRONMENT, HEALTHY PEOPLE



CLEAN AIR



CLEAN WATER



GREEN SPACES



STRONG
COMMUNITIES

PEOPLE
BEFORE
POLLUTION



PROTECT OUR
WATER. EVERY
DROP COUNTS.

BREATHE CLEAN
LIVE WELL

SUSTAINABLE TRANSPORT FOR HEALTHY CITIES



WALK



CYCLE



PUBLIC TRANSPORT



ELECTRIC & LOW EMISSION



SAFE AND AFFORDABLE

30
km/h

SLOW DOWN
SAVE LIVES

BUILT FOR HEALTH, DESIGNED FOR PEOPLE



WALKABLE &
ACCESSIBLE
FOR ALL



SAFE CYCLING
INFRASTRUCTURE



RELIABLE & AFFORDABLE
PUBLIC TRANSPORT



GREEN SPACES
FOR RELAXATION
AND PLAY



CLEAN WATER
AND SANITATION



INCLUSIVE SPACES
THAT BRING PEOPLE
TOGETHER

HEALTHY POLICIES
HEALTHY PLACES
HEALTHY FUTURES



COMMERCIAL DETERMINANTS OF HEALTH IN CITY CONTEXT

Placing Healthy Markets and Public Spaces at the Center
of all Interventions for Healthier, More Equitable Cities

For collaboration and inquiries:
goods@who.int

1 CONTROLLING TOBACCO CONSUMPTION

Tobacco industry practices drive addiction, disease and inequity.



GOAL: A tobacco-free city for a healthier and smoke-free generation

KEY ACTIONS

-  Enforce smoke-free laws in all public spaces
-  Ban all forms of tobacco advertising, promotion and sponsorship
-  Increase taxes on tobacco products
-  Standardize plain packaging with health warnings
-  Support cessation services and protect from industry interference

HEALTHY MARKETS AND PUBLIC SPACES

Vibrant, equitable, safe and inclusive places where people can live, work, play and thrive



CROSS-CUTTING ENABLERS

-  Health in All Policies and Intersectoral Collaboration
-  Community Participation and Equity
-  Data, Transparency and Accountability
-  Strong Regulation and Enforcement
-  Protect Policy from Commercial Interference

2 PREVENTING ROAD CRASHES

Commercial factors influence how we travel, the safety of our roads, and the harm from crashes.



GOAL: Zero preventable deaths and serious injuries on our roads

KEY ACTIONS

-  Design safe streets for all: walkers, cyclists, public transport and drivers
-  Enforce speed limits and traffic laws
-  Regulate vehicle safety standards and marketing
-  Restrict alcohol advertising and drink driving
-  Improve post-crash care and emergency response

3 REGULATING IRRATIONAL USE OF MEDICINES & SUPPLEMENTS

Commercial interests can drive overuse, misuse, and unsafe products.



GOAL: Safe, effective and appropriate use of medicines and supplements

KEY ACTIONS

-  Enforce prescription-only policies for antibiotics and high-risk medicines
-  Regulate marketing of medicines and supplements
-  Ensure quality, safety and efficacy of products
-  Promote rational use through education and stewardship
-  Monitor and act on misinformation and false health claims

4 CREATING HEALTHY MARKETS & PUBLIC SPACES

Commercial practices shape the food we eat, how we spend our time, and the places where we live, work and play.



GOAL: Equitable access to healthy food and welcoming public spaces for all

KEY ACTIONS

-  Support local, healthy, affordable food environments
-  Regulate marketing of unhealthy foods to children
-  Design walkable, inclusive, green and people-friendly public spaces
-  Restrict commercial activities that displace community uses
-  Use public space for health, culture, recreation and community connection

PRINCIPLES FOR ACTION ON COMMERCIAL DETERMINANTS OF HEALTH



PUT PEOPLE'S HEALTH AND EQUITY FIRST



REDUCE COMMERCIAL HARM AND INEQUITIES



EMPOWER COMMUNITIES AND PROTECT RIGHTS



BE TRANSPARENT AND ACCOUNTABLE



BUILD HEALTHY, SUSTAINABLE AND RESILIENT CITIES



Healthy commercial environments create healthy cities.

Let's build them together.

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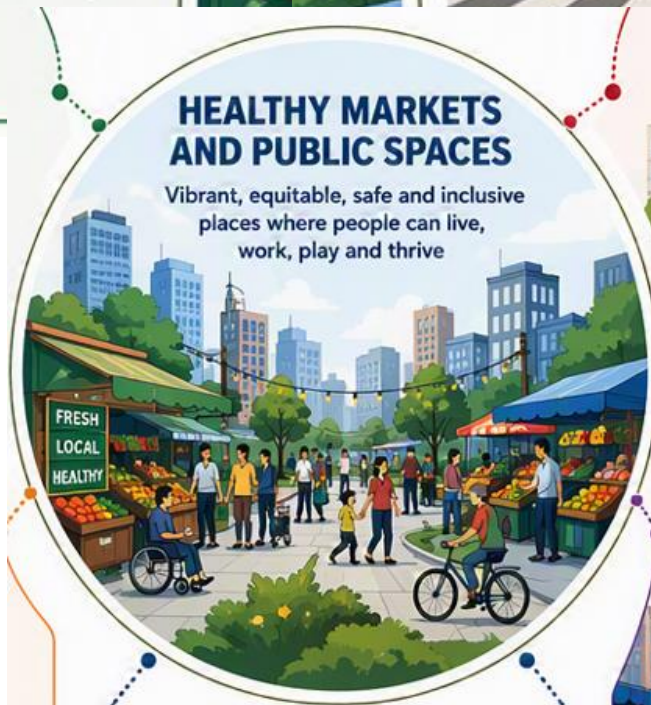
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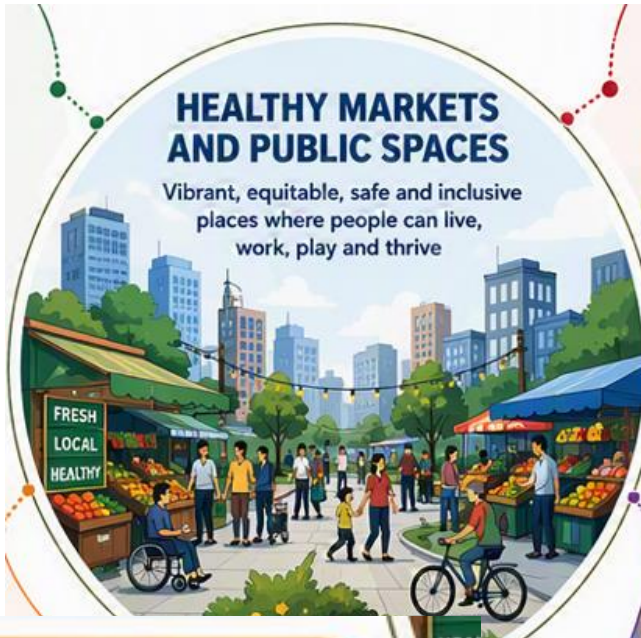
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Vibrant, equitable, safe and inclusive places where people can live, work, play and thrive



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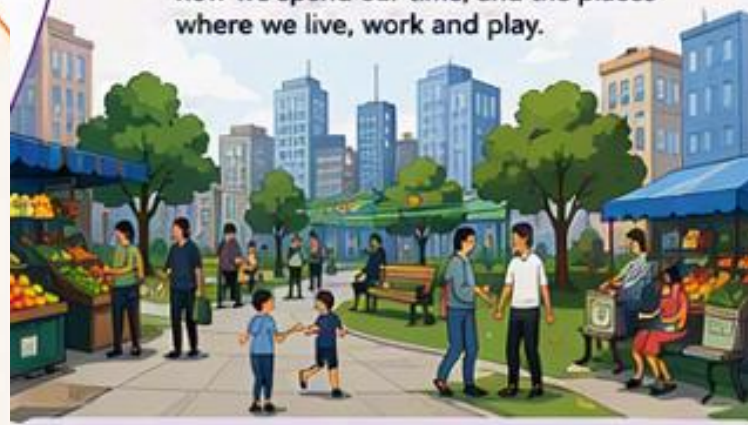
Promote rational use through education and stewardship



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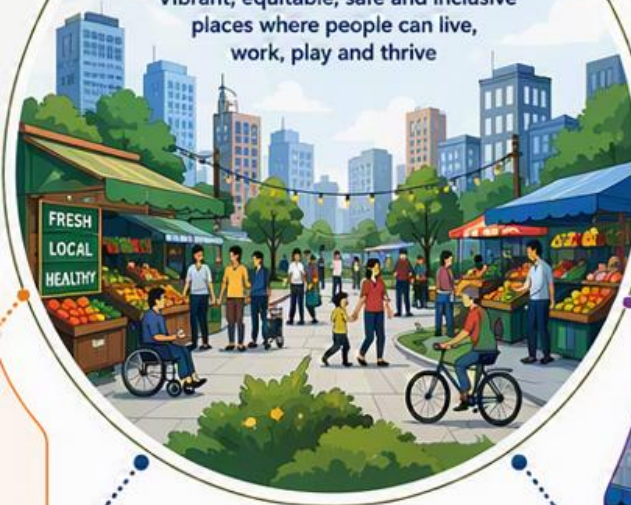
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Use public space for health, culture, recreation and community connection

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CROSS-CUTTING ENABLERS



Health in All Policies and Intersectoral Collaboration



Community Participation and Equity



Data, Transparency and Accountability



Strong Regulation and Enforcement



Protect Policy from Commercial Interference

COMMERCIAL DETERMINANTS OF HEALTH IN CITY CONTEXT

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Briefing note:

Reducing Health-Harming Commercial Determinants in Cities: Policy Actions for Healthier Urban Environments

ice: City/Municipal Governments, Provincial Health Offices, Health inspectors,
Authorities, Urban Planning Agencies, Civil Society Organizations

uly 2026

ie

efing note outlines practical actions that city governments can take to reduce health-
g commercial determinants and create urban environments that promote health,
ability, and equity. It draws on the principles illustrated in the healthy market and
' public-space concepts, emphasizing the need to shape environments that make
' choices easier while limiting exposure to products and practices that contribute to
nmunicable diseases (NCDs), injuries, environmental degradation, and health
ies.



Briefing Note

Commercial Determinants of Health in Urban Settings

Audience: City/Municipal Governments, Provincial Health Offices, Health inspectors,
Market Authorities, Urban Planning Agencies, Civil Society Organizations

Date: July 2026

Purpose

To generate understanding on how **commercial determinants of health (CDoH)** in
population health in cities and emphasizes that **healthy markets and public spaces**
serve as the central platform for action. This brief demonstrates how policies add
tobacco consumption, road safety, and irrational use of medicines and suppleme
collectively create healthier, safer, and more equitable urban environments.



Briefing Note

Transforming Urban Markets into Health-Promoting Markets: Addressing Health-Harming Commercial Determinants of Health

Audience: City/Municipal Governments, Provincial Health Offices, Health inspectors,
Market Authorities, Urban Planning Agencies, Civil Society Organizations

Date: July 2026

Purpose: To provide policy guidance for transforming urban markets into health-promoting
environments by addressing health-harming commercial determinants of health (CDoH)
and aligning market practices with WHO recommendations on tobacco control, healthy
diets, salt reduction, sugar reduction, and reduction of ultra-processed food consumption.



Executive Summary

Markets are critical environments where daily **consumer choices** are shaped. While
markets provide access to food, goods, and services, they can also expose populations to
health-harming products and commercial practices. The widespread promotion and

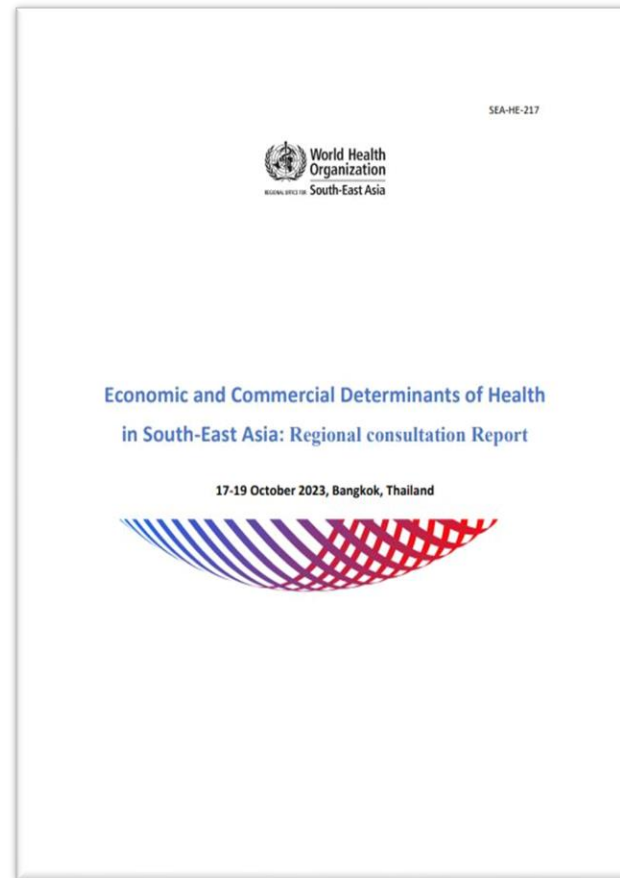
Key Message

Placing Healthy Markets and Public Spaces at the Center of Urban Health Action

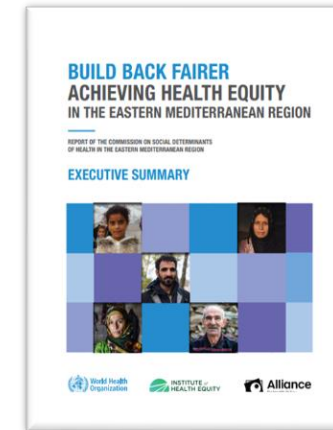
WHO Regional Approaches



WHO Region of the Americas



WHO South-East Asian Region



WHO Eastern Mediterranean Region



WHO African Region



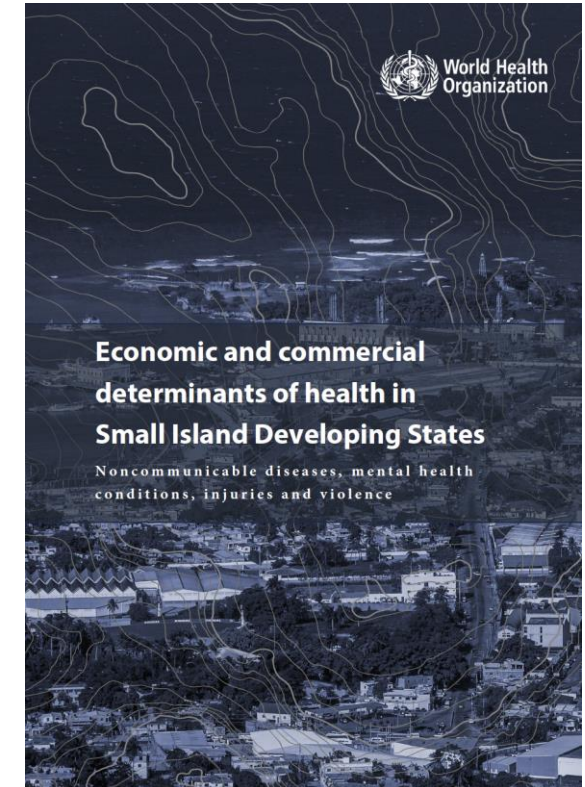
WHO SEARO report on CDoH — Feb 2025



WHO Report on Social Determinants of Health Equity — May 2025



WHO Report on CD of NCDs, Injuries, MHC in SIDS — May 2025



Thank you for your attention

goods@who.int