

Teaching the Commercial Determinants of Health: A Workshop Webinar

Last month, *Lancet* released a [three-part report](#) on the commercial determinants of health (CDoH), the most comprehensive assessment to date on this emerging field of public health scholarship. Next year, the World Health Organization will prepare a report on the global status of the CDoH. Defined by the WHO as “private sector activities that affect people’s health”, the CDoH framework has the potential to inform powerful new approaches to reducing the world’s most serious public health problems. This webinar is designed to prepare faculty and students at schools and programs of public health to apply the CDoH perspective to their teaching, research and advocacy. It will seek to answer these questions:

1. How do CDoH differ from social determinants and how do these two ideas fit together or conflict?
2. What are public health faculty already teaching about CDoH and how can their experiences guide faculty and students who want to learn more?
3. How can public health programs ensure that students and faculty have the needed competencies in this field?

Participants will be invited to join small discussion groups and a learning community on teaching about CDoH in public health programs.

Livestreaming May 31st, 2023 at 10:00 –11:30 am EDT

Panelists:

- **Nick Freudenberg**, Distinguished Professor of Public Health, CUNY; *Lancet* report co-author. ***Why should schools of public health teach commercial determinants? How do CDoH relate to social determinants of health?***
- **Mark Petticrew/Cecile Knai**, London School of Hygiene and Tropical Medicine. MP is co-author of *Lancet* report and co-editor of *The Commercial Determinants of Health* (Oxford University Press, 2023). ***Teaching a short course on CDoH.***
- **Vibhuti Arya**, Professor, St. John’s University and Clinical Advisor to the New York City Department of Health and Mental Hygiene. ***Strategies for Introducing CDoH Framework into Public Health and other Health Sciences Programs.***
- **Eric Crosbie**, Associate Professor, University of Nevada, Reno. ***Developing Competencies for CDoH in Public Health Programs.***

Moderators:

Raquel Burgess, Yale PhD student writing dissertation on CDoH and **Erinn Bacchus**, CUNY PhD student, CDoH course TA.

Welcome and introduction by **Christian Gloria**, Associate Professor and Principal Investigator, Region 2 Public Health Training Center, Columbia Mailman School of Public Health.

Register for this free webinar:

https://columbiauniversity.zoom.us/webinar/register/WN_cPHUWVA7TmGw5zRz75Bftw

Presented in partnership by:



This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UB6HP31685, Regional Public Health Training Center Program for \$3,069,880.00. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.