

There's no such thing as a free lunch

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Professor of Public Health
and Social Medicine
Geneva May 17, 2018



OSTBAYERISCHE
TECHNISCHE HOCHSCHULE
REGENSBURG

Interests/ activities

physician general internal medicine

professor of public health and health sciences


no conflict of interest



David Klemperer

**Sozialmedizin –
Public Health –
Gesundheitswissenschaften**

Lehrbuch für Gesundheits- und Sozialberufe
3., überarbeitete Auflage
Mit einem Geleitwort von Eckart von Hirschhausen

 hogrefe



Lieb · Klemperer
Ludwig

Interessenkonflikte in der Medizin

Hintergründe und
Lösungsmöglichkeiten

 Springer



K. Lieb | D. Klemperer
R. Kölbel | W.-D. Ludwig (Hrsg.)

Interessenkonflikte, Korruption und Compliance

im Gesundheitswesen

 Medizinisch Wissenschaftliche Verlagsgesellschaft

Conflicts of interest are defined as circumstances that create a risk that professional judgments or actions regarding a primary interest will be unduly influenced by a secondary interest.

Thompson 1993, Institute of Medicine 2009, AWMF 2010

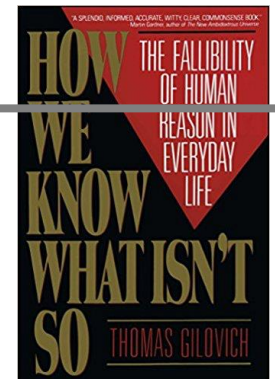
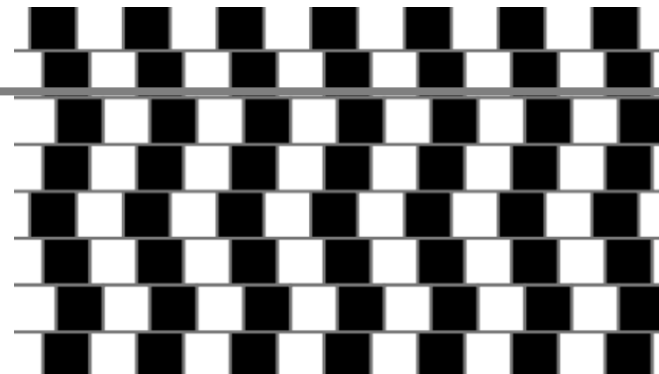
Elements

1. primary interest
2. secondary interest
3. conflict, risk

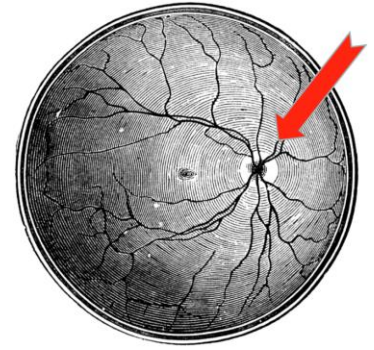
drug rep: “During training, I was told, when you’re out to dinner with a doctor, „**The physician is eating with a friend. You are eating with a client.**“ Fugh-Berman, Ahari 2007

weapons of influence:
friendship, reciprocity

The problem: bias
„knowing what isn’t so”



„Bias blind spot“



- belief: own judgements less prone to bias than those of others
 - perception of objectivity
 - automatic processes beyond control
- ➔ self-evaluation of bias ➔ systematic bias

Pronin et al. 2002, Ehrlinger al. 2005

Actors can prevent bias by

- avoiding conflicts of interest
- averting undue influence



Fachtagung:
Ärztliche Fortbildung
– Quo vadis?
MV 2018

We are MEZIS (“**Mein Essen zahl ich selbst**”— I pay for my own lunch). ...
Our aim is to counteract the
“hug strategy” of the pharmaceutical industry.

“CME-events sponsored by the pharmaceutical industry are always interest-led to influence prescription habits of doctors.



Drug Commission of the German Medical Association

Expert Committee for Transparency and Independence in Medicine

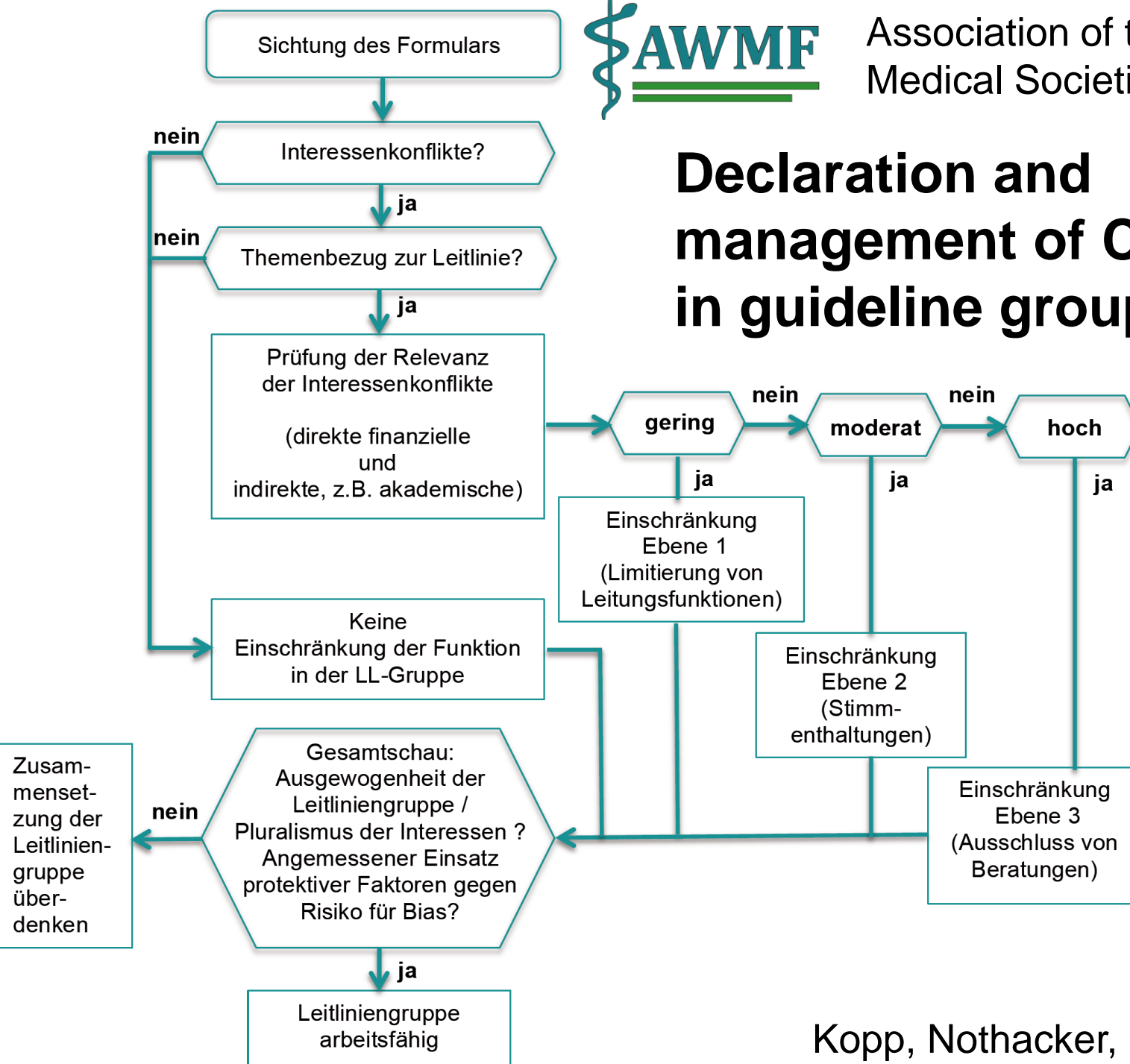
Rules for independent CME April 2015

- Disclosure conflicts of interest on a form
- No direct or indirect sponsoring by pharmaceutical or medical device industry
- Rules for presentation e.g. pros and cons
- Speakers at least 2 years free from conflicts of interest

...



Declaration and management of COI in guideline groups





Eckart von Hirschhausen: Deutschland braucht eine Limo-Steuer

Wir haben heute gemeinsam mit mehr als 2.000 Ärztinnen und Ärzten, mit Fachorganisationen und Krankenkassen einen gemeinsamen Offenen Brief an Bundeskanzlerin Angela Merkel vorgestellt und endlich verbindliche Maßnahmen gegen Fehlernährung eingefordert. Auch Eckart von Hirschhausen unterstützt die Initiative. Wenn Sie diese Forderungen ebenfalls unterstützen wollen, unterzeichnen Sie unsere E-Mail-Aktion!

[HIER GEHT'S ZUR AKTION](#) ➔



Zucker senken – Kinder schützen!

6 1 4 2 1 Unterschriften. Sind Sie schon dabei?

May 16.5.2018

foodwatch

foodwatch
die essensretter

DDG

Deutsche Diabetes Gesellschaft

bvkj.

Berufsverband der
Kinder- und Jugendärzte e.V.

Cola und Fanta fördern Fettleibigkeit und Krankheiten wie Diabetes. In GB müssen Hersteller überzuckerter Getränke jetzt eine Abgabe zahlen, mit der gesundes Schulesen finanziert wird. Diesem Beispiel sollte Deutschland folgen!

MEHR ERFAHREN ➔

Vorname	Nachname	PLZ	Ort
Straße		Nr.	E-Mail-Adresse

Datenschutzhinweis

MITMACHEN



121. Deutscher Ärztetag

Beschlussprotokoll

Erfurt, 8. bis 11. Mai 2018

lc - 14	Zucker- und süßungsmittelhaltige Lebensmittelzubereitungen verbindlich und verständlich deklarieren - zucker- und süßungsmittelhaltige Softdrinks besteuern!	191
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→ government regulations
soda tax, food labeling

**Which interests have
“non-State actors”?**



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Margret Chan, Director-General of the WHO

Opening address

Efforts to prevent noncommunicable diseases go against the business interests of powerful economic operators. (...)

It is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda, and Big Alcohol. All of these industries fear regulation, and protect themselves by using the same tactics.

(...) **They include front groups, lobbies, promises of self-regulation, lawsuits, and industry-funded research that confuses the evidence and keeps the public in doubt.**

(...) **They include arguments that place the responsibility for harm to health on individuals, and portray government actions as interference in personal liberties and free choice.**

This is formidable opposition. Market power readily translates into political power. Few governments prioritize health over big business. As we learned from experience with the tobacco industry, a powerful corporation can sell the public just about anything.



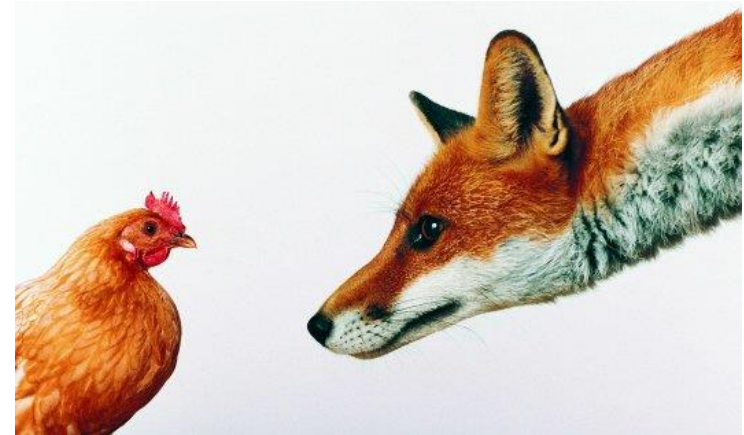
8th Global Conference
on Health Promotion
HELSINKI 2013

non-State actors public interest NGOs / private sector entities
➔ **interests incompatible**

PINGOs / public health

primary interest
health for all

fiduciary obligation
public good



private sector entities / food TNCs

primary interest
making profits by selling food products

Packaged food sales worldwide 2016: 2.5 trillion \$

fiduciary obligation
shareholders

How food TNCs pursue their goals



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Who says what about sugar-sweetened beverage tax? Stakeholders' framing of evidence: a newspaper analysis

Shona Hilton, Christina H Buckton, S Vittal Katikireddi, Ffion Lloyd-Williams, Chris Patterson, Lirije Hyseni, Alex Elliot-Green, Simon Capewell

Lancet Nov 11, 2017

RESEARCH ARTICLE

Relationship between Research Outcomes
and Risk of Bias, Study Sponsorship, and
Author Financial Conflicts of Interest in
Reviews of the Effects of Artificially
Sweetened Beverages on Weight Outcomes:
A Systematic Review of Reviews

Daniele Mandrioli^{1,2*}, Cristin E Kearns^{3,4}, Lisa A. Bero⁵

PLOS ONE, Sept 9, 2016

- funding of research in their own interests
- shaping published opinions
- tactics of denialism

JAMA Internal Medicine | Special Communication

Sugar Industry and Coronary Heart Disease Research
A Historical Analysis of Internal Industry Documents

Cristin E. Kearns, DDS, MBA; Laura A. Schmidt, PhD, MSW, MPH; Stanton A. Glantz, PhD

JAMA Internal Medicine
September 12, 2016

The Coca-Cola Company **Mission, Vision & Values**

Our Mission

- To refresh the world...
- To inspire moments of optimism and happiness...

Journal of Epidemiology and Community Health
March 14, 2018

Science organisations and Coca-Cola's 'war' with the public health community: insights from an internal industry document

Pepita Barlow,¹ Paulo Serôdio,¹ Gary Ruskin,² Martin McKee,³ David Stuckler⁴

Global Energy Balance Network (GEBN)

„independent“ research organisation, mission:

- reframe obesity as a problem of energy balance
- influence policy-makers, healthcare professionals, health and wellness journalists, social media, global organisations
- portray GEBN as an ‘honest broker’ in the obesity debate
- distract from effective solutions, “combating science with science”
- promote obesity reduction strategies that are commensurate with Coca-Cola’s interests

➔ „**weapon**“ in the „**growing war between the public health community and private industry**“ over obesity

The science of obesity prevention

responsibilities for actions

- personal less effective
- collective more effective

actions on type of explanation for consumption of unhealthy food

- supply-type more effective
- demand-type less effective

type of regulation

- government regulation more effective
- industry self-regulation less effective

Roberto et al. Patchy progress on obesity prevention:
emerging examples, entrenched barriers, and new thinking. The Lancet 2015

Which actors follow the science?

Which actors deny it?

Key messages

1. conflicts of interest:
the problem is bias of judgement and actions
2. incompatible interests:
public health / health for all
food TNCs / making profits by selling food products
3. WHO and food TNCs:
averting influence
no participation in decision-making