
A framework of NGO inside and outside strategies in the commercial determinants of health

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Language English

This infographic provides an overview of strategies used by NGOs to target government and commercial actors to influence policy and governance for health and health equity.

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Advocacy Materials



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Much is known about the tactics corporate actors use to influence government policy and regulation and to increase their sales and profits. Less is known about how to counter these corporate tactics. This infographic provides an overview of strategies used by NGOs to target government and commercial actors to influence policy and governance for health and health equity.

This infographic was developed by the Australian National University, The University of Queensland (Australia), The University of Edinburgh, The University of Adelaide, the Australian Research Centre for Health Equity (ARCHE), NCD Alliance, the Foundation for Alcohol Research & Education (FARE) and Food for Health Alliance.

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