

# Planetary healthy food, not tobacco!

A three-course meal on how to build global momentum for a planetary health diet that is good for people and the planet - without tobacco.

A planetary healthy diet means that people should be able to feed themselves locally and sustainably and to live in a tobacco-free environment. And although there's a lot to consider – health, sustainability and not least affordability and time - it's not difficult.

There is knowledge and there are plenty of practical ideas and best practice examples. What's lacking is the political will to put both human and environmental health before the profits of global food and tobacco corporations. These profits are made by exploiting cheap labour, especially in the Global South, and by exploiting the land to grow the few cash crops needed to produce the processed foods and tobacco products. The use of both is causing non-communicable diseases such as cancer, diabetes or coronary and lung diseases in more and more people around the world.

In response to government interventions in the name of public health, food corporations are using the same strategies that tobacco companies have used for decades: They put the responsibility for health on the individual, downplay and distort scientific evidence, and fund studies to show that their products are not as harmful as scientific evidence suggests.

But tobacco control has shown which policies are successful in limiting corporate power: taxes, advertising bans, information. In the area of nutrition, there are even more opportunities, and community catering could play a pioneering role in planetary health diets.

In our webinar we want to discuss how to get policy makers to adopt policies that protect public health and the planet.



## Join us for our three course meal!

### 1) Starter

Clarifying what we are talking about

What is planetary health diet? - **Margarethe Scheffler und Kirsten Wiegmann** (Öko-Institut, Germany)

Why is tobacco a barrier to planetary health? - **Sonja von Eichborn** (Unfairtobacco, Germany)

### 2) Main course

Learning from successful strategies

How to take on Big Tobacco and its allies - **Paula Johns** (ACT Health Promotion, Brazil, tbc)

How to take on Big Food with information - **Philip Jakpor** (CAPP Africa, Nigeria)

How to grow organic, healthy food instead of tobacco - **Farida Akhter** (UBINIG, Bangladesh)

### 3) Dessert

An Artistic Approach to Planetary Health (Surprise!)

## Zoom Webinar

**Time: 25 May 2023, 3pm (CEST)**

[Please register via Zoom](#)

**Moderation: Saskia Richartz (Ernährungsrat Berlin, Germany)**

**Languages: English, German translation**