**-Ed by Health Coalition Aotearoa co-chair Professor Lisa Te Morenga** in [The Post-$$$:](https://substack.com/redirect/53f2adce-ccaf-4a95-8815-356fef4d5bc6?j=eyJ1IjoiMThscnNhIn0._NaPL5FtJnbRGpAjYEeWfT8fS9l1dUTWyZIG-Vq8ETg) ‘Kiwis want the Government to take prevention seriously. While the Government Policy Statement on health focuses on accelerated preventative action, but the health and wellbeing of citizens seem to take a back seat to profits’

When it comes to policy and legislation this Government has made it clear its primary concern is for business profitability, even when this will have detrimental impacts on health.

Throwing some cash at a few public information campaigns won’t remotely address the billion-dollar marketing campaigns of the alcohol, tobacco, vaping and food industries.

We can achieve a vision of a healthy Aotearoa - but it will take more than is outlined in the GPS to get there.