



HOSTED BY MEP DACIANA OCTAVIA SÂRBU

WHAT ABOUT OUR KIDS ?

1 DEC

EUROPEAN PARLIAMENT 9.00 – 11.00

IMPROVE THE #AVMSD

The Audiovisual Media Services Directive (AVMSD) offers a once in a decade opportunity to protect children from commercial communications for alcohol and unhealthy food.

DRAFT PROGRAMME

Welcome by Daciana Octavia Sârбу MEP, AVMSD Shadow Rapporteur in ENVI Committee

Reducing child exposure to alcohol and unhealthy food marketing: why & how?

Gauden Galea, Director of Division on Noncommunicable Diseases, WHO Regional Office for Europe

João Breda, Programme Manager Nutrition, Physical Activity and Obesity, WHO Regional Office for Europe
Overview of the evidence on how marketing impacts consumption, why restricting marketing is a major priority and which tools are most effective (by video).

Alcohol content in traditional and digital media

Dr. Jo Cranwell, Assistant Professor in Public Health, University of Bath
Practical insight into how alcohol is present in the media through music videos, film, TV and computer games, *adolescent's exposure to this content and potential behavioural impacts.*

Does self-regulation work? The case of television food advertisement to children in Germany

Stefanie Landwehr, University of Bonn
Brand new research on food advertising practices by German EU Pledge members and non-members: does the Pledge deliver on cutting child advertising?

Views from DG SANTE: John Ryan, Director, European Commission

Reactions from the Panel and Debate

Reactions from panel, including:

Dr. Erich Koch, Sozialversicherung für Landwirtschaft, Forsten und Gartenbau (SVLFG), Germany (healthcare payer)

Prof. Helena Cortez Pinto, University of Lisbon, Clinician, EASL EU Councillor

Debate with floor.

Closing remarks by Daciana Octavia Sârбу MEP



EVENT INFORMATION

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General queries:

Marleen Kestens

mkestens@ehnheart.org

Communications:

communications@epha.org



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