



SELF-REGULATION : A FALSE PROMISE FOR PUBLIC HEALTH?

18 OCT | 10.00-12.00 | EUROPEAN PARLIAMENT | HOSTED BY ANNA HEDH, MEP
ORGANISED BY THE EUROPEAN PUBLIC HEALTH ALLIANCE (EPHA)

Self-regulation and voluntary commitment schemes are often encouraged as tools to address health-related societal challenges, including in the domain of alcohol and food policy. This event contributes to the debate about the merits of this approach.

What is the evidence on the effectiveness of self-regulation in the area of health policy? What are the practical implications for two ongoing policy files: the Audiovisual Media Services Directive (AVMSD) and Acrylamide?

PROGRAMME

Welcome by Anna Hedh, Member of European Parliament

Are voluntary approaches delivering for public health?

Dr. Cécile Knai, Associate Professor of Public Health Policy, London School of Hygiene & Tropical Medicine
Lead author of a comprehensive academic evaluation of the UK Public Health Responsibility Deal, one of Europe's *best-known* initiatives aimed at reducing alcohol and unhealthy diet-related harm through voluntary commitments.

Case study 1: Audiovisual marketing to youth

Dr. Gillian Rosenberg, Senior Researcher, Cancer Research UK
Co-author of 'Ad Brake' a recent report *researching schoolchildren's perceptions of tv-based advertising*, associated behavioural effects and policy options for dealing with the challenges.

Case study 2: Acrylamide in food

Camille Perrin, Senior Food Policy Officer, The European Consumer Organisation (BEUC)
An evaluation of voluntary efforts to reduce acrylamide levels in food and why regulatory limits are needed to effectively protect consumers.

Floriana Cimmarusti, Secretary General, SAFE – Safe Food Advocacy Europe
Reaction to the discussed.

Debate: what place for self-regulation in public health policy?



Given limited seat availability, please register ASAP.

EVENT INFORMATION



European Parliament, Brussels, Room A5G305



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