

Call to protect children from the marketing of nutritionally poor food

KEY DEMANDS FOR EU ACTION

- We call for the **adoption of legislation by the European Union (EU)** to improve public health and promote children's rights, by effectively protecting children from the harmful impact of the widespread marketing of nutritionally poor food.
- The EU has extensive powers to regulate all forms of **cross-border marketing** to improve the functioning of the internal market, whilst ensuring a high level of public health, consumer and children's rights protection, in line with the EU Treaties and the EU Charter of Fundamental Rights.
- A **child** is defined as any person below the **age of 18**, in line with the UN Convention on the Rights of the Child that all EU Member States have ratified.
- The definition of **nutritionally poor food** should be based on the WHO Europe nutrient profile model.
- We call on the EU to regulate the cross-border marketing of food and **minimise the exposure of children** to nutritionally poor food marketing by:
 - 1 - Ending the marketing of nutritionally poor food between 6am and 11pm on **broadcast media**.
 - 2 - Ending the marketing of nutritionally poor food on **digital media**.
 - 3 - Ending the **sponsorship of sports events** by food brands, unless brands can prove that such sponsorship is not associated with nutritionally poor food.
 - 4 - Ending the use of **marketing techniques appealing to children**, particularly on packages of nutritionally poor food.
- We consider that such action is **not only desirable, but also feasible**, and we attach a **blueprint Food Marketing Directive** drafted to relaunch the debate on the protection by the EU of children from the harmful impact that the marketing of nutritionally poor food has on their health and on their rights.



Supporting Organisations