

TOWARDS A CHILDHOOD FREE FROM UNHEALTHY FOOD MARKETING

Exploring the next frontier for European action

9 November 2021 | 15:00 - 16:30 CET - online

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Programme

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| 15:00 | Welcome
Moderator - Nikolai Pushkarev, European Public Health Alliance (EPHA) |
| 15:05 | Opening reflections
Sarah Wiener, Member of European Parliament |
| 15:10 | Food marketing: an Issue of children's rights and health
Jo Jewell, UNICEF |
| 15:20 | The next frontier: A blueprint directive to protect children from the marketing of nutritionally poor food
Amandine Garde, University of Liverpool |
| 15:35 | Limitations of self-regulation: the case of the EU Pledge
Nelleke Polderman, The European Consumer Organisation (BEUC) |
| 15:45 | Q&A |
| 16:00 | Societal perspectives: why tackle marketing?
Manuela Ripa, Member of European Parliament
Patrick O'Sullivan, Standing Committee of European Doctors (CPME)
Sibylle Reichert, International Association of Mutual Benefit Societies (AIM)
Shira Zelber, European Association for the Study of the Liver (EASL) & United European Gastroenterology (UEG)
Kathryn Reilly, Irish Heart Network & European Heart Network (EHN) |
| 16:25 | Closing remarks and next steps |