

# 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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| <b>15:00</b> | <b>Welcome</b><br>Moderator - Nikolai Pushkarev, European Public Health Alliance (EPHA)  |
| <b>15:05</b> | <b>Opening reflections</b><br>Sarah Wiener, Member of European Parliament  |
| <b>15:10</b> | <b>Food marketing: an Issue of children's rights and health</b><br>Jo Jewell, UNICEF   |
| <b>15:20</b> | <b>The next frontier: A blueprint directive to protect children from the marketing of nutritionally poor food</b><br>Amandine Garde, University of Liverpool   |
| <b>15:35</b> | <b>Limitations of self-regulation: the case of the EU Pledge</b><br>Nelleke Polderman, The European Consumer Organisation (BEUC)   |
| <b>15:45</b> | <b>Q&amp;A</b>   |
| <b>16:00</b> | <b>Societal perspectives: why tackle marketing?</b><br>Manuela Ripa, Member of European Parliament<br>Patrick O'Sullivan, Standing Committee of European Doctors (CPME)<br>Sibylle Reichert, International Association of Mutual Benefit Societies (AIM)<br>Shira Zelber, European Association for the Study of the Liver (EASL) & United European Gastroenterology (UEG)<br>Kathryn Reilly, Irish Heart Network & European Heart Network (EHN)<br>Tasha Mhakayakora, Bite Back 2030 |
| <b>16:25</b> | <b>Closing remarks and next steps</b>  |