

GIVE KIDS A BREAK!

WHAT NEXT FOR EU ACTION TO PROTECT CHILDREN FROM HARMFUL FOOD MARKETING?



28 JUNE 2022 | 10H-11:30H CEST

EUROPEAN PARLIAMENT, ROOM: 5E1

The event will also be available **ONLINE** as places at the Parliament are subject to availability.

PROGRAMME

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10:00 | Opening Remarks

Manuela Ripa | MEP - Greens/EFA, Germany

10:05 | Video: Food marketing to children needs rules with teeth! (by BEUC - The European Consumer Organisation)

10:10 | Food Marketing Power, from Pre-school to Teens (and limitations of 'media literacy')

Mimi Tatlow-Golden | Senior Lecturer in Developmental Psychology & Childhood at The Open University

10:20 | From a toothless EU Pledge to the effective EU-wide regulation of food marketing: Giving the EU the means of its ambitions

Amandine Garde | Professor of Law at the University of Liverpool, and EUPHA-LAW Section President



10:30 | Q&A

10:40 | Views from Members of European Parliament

- Alexandra Geese | MEP - Greens/EFA, Germany
- Milan Brglez | MEP - S&D, Slovenia
- Deirdre Clune | MEP - EPP, Ireland

View from Spain

José Manuel Argilés Marín | Attaché on Consumer Affairs,
Spanish Permanent Representation to the EU

View from the World Health Organization

Olga Zhiteneva & Kathrin Hetz | WHO European Office for the
Prevention and Control of Noncommunicable Diseases

Discussion

11:25| Closing Remarks

Sarah Wiener | MEP, Greens/EFA, Austria

The discussion will be moderated by Tamsin Rose.



THE GREENS/EFA
in the European Parliament

Hosted by: The Greens/EFA.

Co-organised with organisations supporting the
[healthy food marketing campaign](#).



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