

TOWARDS A CHILDHOOD FREE FROM UNHEALTHY FOOD MARKETING

Exploring the next frontier for European action

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

[REGISTER HERE](#)

Programme

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-Sagi, European Association for the Study of the Liver (EASL) & United European Gastroenterology (UEG) Kathryn Reilly, Irish Heart Foundation & European Heart Network (EHN) Tasha Mhakayakora, Bite Back 2030
16:25	Closing remarks and next steps



Co-funded by
the Health Programme
of the European Union