

**Question for written answer E-005973/2015
to the Commission**

Rule 130

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Subject: Measures to protect children from advertisements encouraging anorexia

The French Government announced last month that it intends to penalise advertisements that encourage eating disorders such as anorexia. Teenagers and young people are an especially vulnerable section of the population and anorexia affects them more than most.

In its Opinion entitled 'A framework for advertising aimed at young people and children' the European Economic and Social Committee drew attention to the EU's shortcomings and failures when it comes to controlling advertising of this kind, as well as to the obvious need for measures to be taken at EU level.

Minors and young people are vulnerable to the effects of advertising. The EU has stated in the Treaties and in the Charter of Fundamental Rights of the European Union that protecting their fundamental rights is a priority in its policies. In view of this:

1. Does the Commission believe laws need to be adopted and measures taken to protect children and young people from advertising that encourages eating disorders such as anorexia?
2. Is the Commission planning to give effect to those points made by Parliament in its Resolution 2010/2052 (INI) which are intended to protect children and young people from what may be harmful advertising?
3. Does the Commission believe a programme similar to the Safer Internet one, but which encompasses advertising aimed at children and young people in the digital world, needs to be adopted?