

**Question for written answer E-014104/2015
to the Commission**
Rule 130
Hugues Bayet (S&D)

Subject: Riga roadmap

On 28-29 June 2015 the Universal Health Conference, held in Riga under the auspices of the Latvian Presidency, identified strategies to promote the participation of citizens as a motive force for creating efficient, equitable health systems in Europe – and improving health for all. Mr Vytenis Andriukaitis, European Commissioner for Health, outlined ‘prevention’ as one of the four core principles for European health.

However, a survey released in August 2015 by Foodwatch, a non-profit organisation, suggests that companies almost exclusively advertise unhealthy food to children. These observations point to the inadequacy of existing industry self-regulation measures.

In line with Mr Andriukaitis’ emphasis on the need to promote health promotion, e.g. by implementing cost-effective preventative measures, how likely is it that the Commission would seriously consider the call by health experts and Foodwatch for a comprehensive advertising ban on products considered unhealthy? Can the Commission indicate what measures have been – or could be – taken in this regard?