

**Question for written answer E-007691/2013
to the Commission**
Rule 117
Edite Estrela (S&D)

Subject: Advertising for unhealthy foods and child obesity

Figures produced by the World Health Organisation (WHO) show that, in Europe, one child in three between the ages of six and nine is overweight or obese.

Various different studies have confirmed the correlation between exposure to advertising for unhealthy food products and child obesity, and it is on overweight children that such advertising has the greatest impact.

Even though a number of food industry brands have kept to a European commitment not to advertise on television programmes at least 35% of whose audience comprises children under 12, a recent WHO report reveals that this advertising has now shifted to Internet sites, social networks, mobile phones and computer games.

What action will the Commission take to monitor these developments and guarantee that children are not exposed to advertising for unhealthy foods?