

**Question for written answer E-001798/2022
to the Commission**

Rule 138

Manuela Ripa (Verts/ALE), **Sarah Wiener** (Verts/ALE), **Claude Gruffat** (Verts/ALE), **Stelios Kouloglou** (The Left), **Marie Toussaint** (Verts/ALE), **Jutta Paulus** (Verts/ALE), **Monika Beňová** (S&D), **Sara Cerdas** (S&D), **Maria Noichl** (S&D), **Vilija Blinkevičiūtė** (S&D), **Francisco Guerreiro** (Verts/ALE), **Jordi Solé** (Verts/ALE), **Martin Buschmann** (NI), **Manuel Bompard** (The Left), **Elżbieta Kruk** (ECR), **Irena Joveva** (Renew), **Viktor Uspaskich** (NI), **Biljana Borzan** (S&D), **Sylvia Spurek** (Verts/ALE)

Subject: Ending the harmful exposure of children to unhealthy food marketing

Despite unequivocal evidence that the exposure of children to unhealthy food marketing is harmful to both child health and children's rights, the EU has failed to effectively regulate such marketing for over 15 years. The Audiovisual Media Services Directive (AVMSD) continues to rely on self-regulation, which has consistently proven ineffective in addressing the issue.

The European Parliament has explicitly called on the Commission in its Farm to Fork Strategy and Europe's Beating Cancer Plan to come forward with EU-wide rules prohibiting the advertising of foods high in fat, sugar and salt to minors.

1. Considering that the AVMSD does not provide a comprehensive and effective set of rules, how does the Commission intend to make a concrete proposal to effectively regulate this matter?
2. Does the Commission plan to bring the responsibility for this important issue back to where it belongs, in DG SANTE?
3. To what extent will the Commission take into account the proposal for a directive on the approximation of the laws of Member States on the protection of children from the marketing of nutritionally poor food, which was drafted by EU law and food marketing academic experts on behalf of a coalition of over 20 NGOs?

Supporter¹

¹ This question is supported by a Member other than the authors: Rosa D'Amato (Verts/ALE)