

**Question for written answer P-002503/2014  
to the Commission**  
Rule 117  
**Toine Manders (ALDE)**

Subject: Raising awareness of our lifestyle

More than 60% of our diseases are lifestyle-related. We, the people of Europe, still eat too much fat, salt and sugar. From childhood onwards we are encouraged to become addicted to them and no longer believe that we can do without them.

In the case of tobacco, the EU has legislated to warn consumers about the dangers associated with smoking.

On French television, advertising of food and drink containing large quantities of sugar, fat or salt is accompanied by positive advice at the bottom of the picture, e.g. 'Eat three pieces of fresh fruit every day', 'Eat 300 g of fresh vegetables every day' or 'Take at least half an hour's exercise every day'.

This has a preventive effect, improving people's lifestyles, and can prevent disease.

1. Is the Commission aware of the approach adopted in advertising in France?
2. Does the Commission agree that many diseases can be prevented by adjusting lifestyles?
3. Will the Commission investigate whether, as in the case of tobacco products, lifestyle recommendations help to make people healthier? If so, when? If not, why not?
4. Will the Commission make proposals for lifestyle advice? If so, when? If not, why not?