

3 STEPS TOWARDS HEALTHIER MARKETING

IMPROVE THE AVMSD

27 SEPTEMBER 2016



Europe faces a childhood obesity epidemic: up to a third of 11-year-olds is overweight or obese.¹ Youth binge drinking is widespread and causes major harm, while nearly half the European youth used alcohol before the age of 13.² Health problems starting in childhood often last a lifetime.

It is well-established that advertising causes changes in consumption patterns favouring the products advertised.³ Nevertheless, children and young people in Europe are still daily subjected to the aggressive marketing of alcohol and foods high in fat, sugar and salt (HFSS).

The current revision of the Audiovisual Media Services Directive (AVMSD) is the opportunity to free Europe's children and youth from health-harmful marketing. Undersigned organisations call on Members of the European Parliament to grasp this opportunity and improve the Directive.

1) Minimise young people's exposure to marketing of health-harmful products

Mandatory measures are needed to minimise the exposure of children and youth to health-harmful marketing, regardless of whether the advertising is directly aimed at them or not.

Measures should cover television, on-demand services and online video-sharing platforms and include an EU-wide watershed that adequately captures children's and adolescents' viewing times (e.g. between 6:00 and 23:00).⁴ Due to their very nature, self-regulation and voluntary commitments to date have failed to solve important health challenges.⁵

2) Exclude alcohol and HFSS food from product placement and sponsorship

Product placement and sponsorship of alcoholic beverages and HFSS food are effective marketing techniques, and should be prohibited alongside tobacco and medicinal products.

3) Ensure that Member States can effectively limit broadcasts from other countries on public health grounds

The efforts of frontrunner governments to reduce the negative health effects of alcohol and HFSS foods marketing may not be undermined by broadcasters established in other countries. The European Commission proposal to this effect should be supported.

1] WHO Childhood Obesity Surveillance Initiative

2] OECD (2015) Tackling Harmful Alcohol Use ; ESPAD (2016)

3] WHO (2008) The extent nature and effects of food promotion to children; Science Group of the European Alcohol and Health Forum (2009) Does marketing communication impact on the volume and patterns of consumption of alcoholic beverages, especially by young people?

4] The WHO Regional Office for Europe nutrient profile model should be used to identify products not to be marketed to children and youth.

5] Knai et al. (2015) Are the Public Health Responsibility Deal alcohol pledges likely to improve public health?; Kraak et al (2016) Progress achieved in restricting the marketing of high-fat, sugary and salty food and beverage products to children. Bulletin of WHO

SUPPORTING ORGANISATIONS

Active Europe
Alcohol Action Ireland
Alcohol Focus Scotland
Association of Italian Chiropractors
Associazione Regionale dei Club degli Alcolisti in Trattamento (ARCAT)
British Medical Association (BMA)
Confederation of Family Organisations in the European Union (COFACE)
Coordination des Associations et Mouvements d'Entraide Reconnus d'Utilité Publique (CAMERUP)
Dutch Institute for Alcohol Policy (STAP)
Eurochild
EuroHealthNet
European Academy of Paediatrics (EAP)
European Alcohol Policy Alliance (Eurocare)
European Association for the Study of the Liver (EASL)
European Centre for Monitoring Alcohol Marketing (EUCAM)
European Chronic Disease Alliance (ECDA)
European Community of Consumer Cooperatives (EUROCOOP)
European Heart Network (EHN)
European Institute of Women's Health (EIWH)
European Liver Patients Association (ELPA)
European Mutual Help Network for Alcohol Related Problems (EMNA)
European Public Health Alliance (EPHA)
Finnish Association for Substance Abuse Prevention (EHYT)
Health Equalities Group
Institute for Alcohol Studies (IAS)
Institute for Research and Development "Utrip"
Internatinal Blue Cross (IBC)
International Federation of Anthroposophic Medical Associations (IVAA)
International Federation of Medical Students' Associations (IFMSA)
IOGT-NTO
Lithuanian National Tobacco and Alcohol Coalition (NTAKK)
Nordic Alcohol and Drug Policy Network (NordAN)
Pulmonary Hypertension Association Europe
Scottish Health Action on Alcohol Problems (SHAAP)
Slovenian Coalition for Public Health, Environment and Tobacco Control
Talinn Children's Hospital Foundation
Ühendus Alkoholivaba Eesti (AVE)
United European Gastroenterology (UEG)
World Obesity Federation