



EU Platform on Diet,
Physical Activity and Health

DIET, PHYSICAL ACTIVITY AND HEALTH - A EUROPEAN PLATFORM FOR ACTION

**07 APRIL 2016
10.00 – 17.00**

**CENTRE DE CONFÉRENCE ALBERT BORSCHETTE (CCAB)
ROOM 4C
RUE FROISSART 36, B-1040 BRUSSELS**

DRAFT AGENDA

1. INTRODUCTION BY THE COMMISSION

2. INFORMATION SESSION ON ADVERTISING TO CHILDREN

2.1 Overview of national approaches and update on AVMSD, *Joanna Wrona, DG CNECT*

3. DISCUSSION SESSION ON MEDIA LITERACY OF CHILDREN

3.1. Media Smart – teaching children to be media-literate, *Adam Gagen, World Federation of Advertisers*

3.2. Media, advertising and nutrition: media literacy educational package, *Martin Schmalzried, Confederation of Family Organisations in the European Union*

4. DISCUSSION ON REPORT ON IMPROVING THE DYNAMICS OF THE PLATFORM

LUNCH BREAK (12.30 – 14.00)

5. COMMITMENTS IN THE FIELD OF 'MARKETING AND ADVERTISING' AND 'ADVOCACY AND INFORMATION EXCHANGE'

5.1 Overview of commitments, *Christina Dziewanska-Stringer, ICF*

5.2 Active Platform commitments on marketing and advertising

5.2.1 EU Pledge – next steps, *Adam Gagen, World Federation of Advertisers*

5.2.2 Media literacy & Responsible Advertising to Children, *Alessandro Cagli, Ferrero*

5.2.3 International standards for marketing food to children, *Hannah Brinsden, World Obesity Federation*

5.3 Active commitments on advocacy and information exchange

5.3.1 World Diabetes Day & Youth Leadership Camp, *Mayur Mandalia, International Diabetes Federation European Region*

5.3.2 Helping consumers to make healthier and more-informed food choices, *Pauline Castres, European Consumers' Organisation*

6. STATE OF PLAY ON COMMITMENTS

Liam Durack, DG SANTE

7. ANY OTHER BUSINESS

8. CONCLUSION