

## The current situation and solutions of food marketing aimed at children

Stakeholder seminar - 19.01.2023. Helsinki

Programme:

9:00 - 9:15	Opening words, (Heli Kuusipalo, leading expert THL) The effects of food marketing on the food environment of children and young people (Anja Peltonen, consumer affairs adviser, Competition and Consumer Agency)
9:15 - 9:35	Perspectives on the marketing of unhealthy foods to children - EPELI- project (Mikael Fogelholm, Professor of Nutrition, University of Helsinki)
09:35 - 09:55	Children and young people as consumers in the context of food advertising (Elina Närvänen, Professor of Services and Trade, University of Tampere)
09:55 - 10:05	The effect of cues (nudging) in the food environment on eating behavior? (Eeva Rantala, Researcher, THL)
10.05 - 10:15	Best-ReMaP and THL Digitutka findings (Emma Koivurinta, Research assistant, THL)
10.15 - 10:20	Short MentiMeter – inquiry
10:20 - 10.50	Coffee break
10:50 - 11:10	The current situation in directing marketing aimed at children and young people (recommendations, legislation, supervision) The situation of the implementation of the AVMS directive in Finland, (Ismo Tuominen, board advisor, STM)
11:10 - 11:30	Organizations' comments on marketing aimed at children and young people and the food environment? -SOSTE Finnish Social and Health Association (Päivi Nykyri, special expertise, SOSTE) -Terve Paino ry (Pertti Mustajoki, internal medicine specialist specializing in weight control)
11:30 - 12:15	Panel discussion: Healthy food environment for children - marketing opportunities and responsibility? Facilitator: Sirpa Sarlio (negotiating official, STM) Panelists: Ismo Tuominen (board adviser, STM) Anja Peltonen (consumer affairs adviser, Finnish Competition and Consumer Authority) Marleena Tanhuanpää (Director, ETL) Laura Ihanainen (Development manager, Kesko) Juhani Ikäläinen (Youth representative, Itla)
12.15 - 12.20	Final words and filling in the evaluation form