

RESTRICTING FOOD ADVERTISING TO CHILDREN – CHALLENGES AND POSSIBLE SOLUTIONS

Venue: Hotel “Monika Centrum Hotels” Elizabetes iela 21, Riga, Latvia
Date: May 10 2023
Time: 10.00 – 15.00

Agenda

- 09.30 – 10.00 Arrival and registration
- 10.00 – 10.10 Opening of the event, introductions
MD, Associate Professor Dzintars Mozgis, Deputy Director of the Center for Disease Prevention and Control for Public Health and Prevention
- 10.10 – 10.25 EC Joint Action Project "Best-ReMap" - its essence, goals, expected results
Ilze Straume, director of the Health Promotion Department of the Center for Disease Prevention and Control
- 10.25 – 10.45 The policy of the Ministry of Health for the prevention of obesity, current restrictions on food marketing
Maija Ceruka, senior expert of the Health Promotion and Addiction Prevention Division of the Public Health Department of the Ministry of Health
- 10.45 – 11.15 Survey in schools on food marketing, conducted by CDPC, its results, conclusions

Inga Selecka, project manager of the Center for Disease Prevention and Control

- 11.15 – 11.45 Coffee break
- 11.45 – 12.10 The World Health Organization Nutrient Profile Model and what has been done to date to improve it within BestRemap (Testing of the Profile Model)
Inese Siksna, researcher at the Scientific Institute of Food Safety, Animal Health and Environment "BIOR"
- 12.10 – 12.30 Monitoring food marketing: experiences and challenges
Ieva Baldiņa, director of the Consumer Rights Monitoring Department of the Consumer Rights Protection Center, deputy director of the institution
- 12.30 – 13.30 Discussion, proposals for restricting food marketing in Latvia
- 13.30 – 13.45 **Conclusions and end of discussion**
- 13.45 – 14.45 Lunch and discussions in an informal atmosphere

The Best-ReMap project is a European Joint Action project (2020-2023) co-financed by the Health Program of the European Union, which aims to improve the quality of food supplied to the European population by promoting the exchange and testing of good practices related to:

- monitoring and analyzing changes in food consumed by people at the European and national level;
- food and drink marketing to children;
- for food purchases of state institutions, educational institutions, social care institutions, etc.



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Best-ReMaP
Healthy Food for a Healthy Future