



fighting heart disease
and stroke
european heart network



25 April 2017

EHN Statement on the vote in the Culture Committee on the Audiovisual Media Services Directive

The European Heart Network is extremely disappointed about the outcome of the vote on the Audiovisual Media Services Directive (AVMSD) in the Culture Committee today, 25 April 2017.

The Committee's vote completely disregards health organisations' recommendations not to allow commercial communications of unhealthy food and alcohol during children's peak viewing hours – which go well beyond programmes dedicated to children. We note that if the Culture Committee's vote will be the final outcome of the European Parliament's position on the AVMSD then the European Parliamentarians have shown that they are better at delivering supportive words on tackling child obesity than supportive action.