



**CPME Written statement to the WHO Regional Committee for Europe
Sixty-sixth session, 12-15 September 2016**

The Standing Committee of European Doctors (CPME) represents national medical associations across Europe. We are committed to contributing the medical profession's point of view to EU institutions and European policy-making through pro-active cooperation on a wide range of health and healthcare related issues.

CPME welcomes the opportunity to submit a written statement to the sixty-sixth session of the WHO Regional Committee for Europe.

Non-communicable disease

To continue the reduction of non-communicable disease, CPME welcomes the renewed emphasis illustrated in the Action Plan for the prevention and control of non-communicable diseases. In this context CPME would like to highlight specifically the opportunity presented in the on-going revision of the European Union's Audio-Visual Media Services Directive 2010/13/EU. This law regulates i.a. the advertising and marketing of alcohol products and foods which are high in fat, salt/sodium, sugars and trans-fats. CPME considers the law an important example of the need to take cross-sectoral action to create an environment which does not counteract the promotion of healthy lifestyles, especially with a view to the effects on children and young people. CPME warmly welcomes the re-affirmation that legislative action on advertising and marketing controls is preferable to voluntary agreements, at the same time the banning of alcohol adverts on television and similar media has been identified as a 'best buy' policy. CPME therefore calls for amendments to the draft law to require Member States to prohibit commercial communications for alcoholic beverages and to control advertising of foods and beverages which rate as 'unhealthy' on the basis of nutritional guidelines by law. Any supportive action the Regional Office can provide is most welcome.

CPME Policies

- [CPME Position on the Proposal for a Directive amending Audio-Visual Media Services Directive 2010/13/EU](#)
- [Healthy ageing: prevention of frailty and functional decline. Joint Statement of the Standing Committee of European Doctors and the European Medical Students' Association](#)