



CPME/AD/Brd/170606/080/EN

At its Board meeting in Brussels on 17 June 2006, the CPME¹ adopted the following policy: **Labelling: competitiveness, consumer information and better regulation for the EU – Response to a DG Sanco Consultative Document, February 2006** (CPME 2006/080 Final EN/FR)

Labelling: competitiveness, consumer information and better regulation for the EU – Response to a DG Sanco Consultative Document, February 2006

Labelling

- should be an education and information tool
- Messages should be simple and understandable, especially for children
- Colour codes should be used, with attention given to colour blindness.

Health and Nutrition claims

CPME welcomed the European Parliament votes on health claims and fortified foods on 17/05/06. It reiterates here that such claims

- should be scientifically substantiated although they are voluntary, because products not meeting the requirements of nutrient profiles may still be sold;
- should relate to nutrient profile (fat, sugar and salt) as advocated by the W.H.O and voted by the European Parliament.

The Informed Consumer

- should receive a clear, simple and understandable message
- should be supported by positive media coverage of "health" messages
- should receive "social marketing" which conveys knowledge about healthy diet, drinking habits and cooking, and the importance of regular meals; and positive messages about the importance of physical activity and how to improve one's physical condition
- should receive colour codes illustrating a nutrient profile (fat, sugar and salt)
- should not be stigmatized.

The CPME also has a clear policy on advertising (CPME answer to the Green Paper "fight against obesity", 11/03/06) viz., " *The EU should thoroughly consider whether or not to strictly limit/ban advertising of unhealthy food and drinks directed to children under a certain age. At least, such advertising*

should be substantially reduced and if not, legislation should be the answer. Advertising to children should be monitored specifically by a body without commercial interests".

¹ *The Standing Committee of European Doctors (CPME) is the representative body of about 2 million physicians in Europe.*

Its aims are:

- *to promote the highest standards of medical training and medical practice, through advocating:*
 - *public health,*
 - *the relationship between patients and doctors*
 - *the free movement of doctors and patients within the European Union*
- *to achieve the highest quality of health care in Europe.*

It is composed of the most representative non-governmental national medical organisations in EU/EEA countries, that is to say 28 National Medical Associations. It also unites associated members, observers and associated organisations (specialised European medical organisations).