

ARE WE SELLING CHILDREN & ADOLESCENTS A LIFETIME OF ILL-HEALTH?

On 7th July 2021, Children in All Policies 2030 (CAP-2030) will bring together leading experts and advocates from across the world to take a deeper look at the mass commercial marketing of harmful products to children & adolescents.

WHEN

Wednesday, 7 July 2021
1:30-3:00 PM BST (United Kingdom)
14:30-16:00 CEST (Europe)

WHERE

This is a digital event. Please register here.

This event will be live streamed via CAP-2030's YouTube here.

You can ask your questions to the panel during the event in the comment box or you can submit your questions before the event. Email events@cap-2030.org with your questions. If selected, you will then be contacted to join the Zoom call live with panellists to ask your question.

WHY

Commercial exploitation of children & adolescents through marketing of products and services such as alcohol, tobacco, sugar-sweetened beverages, ultra-processed foods, breastmilk substitutes, and gambling apps is an under-appreciated threat to their health and well-being. This is not merely a public health issue; it is a human rights issue.

This issue is gaining momentum, but it remains under-appreciated, and yet of growing importance in our increasingly digital world with powerful algorithms and data capture. Some countries are taking action but more national and international action is needed.

On 7th July 2021, CAP-2030 will debate and discuss solutions to this critical issue for children's futures.

What can you expect? Key themes of discussion:

- **Commercial exploitation through marketing, what is it and what is causing it?**
- **Commercial exploitation of children & adolescents as a rights issue**
- **Food and children's diets, the obesity crisis & a lifetime of ill-health**
- **The political economy of children's food**
- **What solutions are there and what can we do?**
- **Challenges, personal data controls and accountability**

WHO



Moderator: Prof Alice Roberts

Anatomist and biological anthropologist, author and broadcaster, and Professor of Public Engagement in Science at the University of Birmingham, will facilitate a dynamic discussion with:



Prof Anthony Costello

Professor of International Child Health at the UCL Institute of Child Health & CAP-2030's Senior Advisor



Dr Chris van Tulleken

an infectious diseases doctor at UCLH, and one of the BBC's leading science presenters having worked on many flagship Health & Science programmes



Mutale Nkonde

founding CEO of AI For the People (AFP) a non profit communications agency and incoming fellow at the Berkman Klein Center for Internet & Society at Harvard University



Dr Raul Mercer

Specialist in Pediatrics and Childcare and Member of the FLACSO Social Sciences and Health Program, Argentina



Dr Ranjana Ferrão Souza Cordeiro

Assistant Professor, V.M. Salgaocar College of Law, GoA



Prof Alyshia Galvez

Professor of Latin American and Latino Studies at Lehman College

and more to be announced!



ABOUT CAP-2030

CAP-2030 works to centre children's health and well-being in all policies, to ensure an equitable, sustainable future. We implement the recommendations of the WHO-UNICEF-*Lancet* Commission by promoting children's rights and protecting their health through science, advocacy and coalition-building.