

NOTE

EASA update December 2021
Beating Cancer: Commission's Roadmap and MEPs' report
Impacts the Food and Beverages category and the Alcohol category

On 17 November, DG SANTE published an [Implementation Roadmap](#) for the [European Commission Beating Cancer Plan](#) (BECA). The Roadmap provides an overview of the timelines over the next five years for each initiative supported by the Beating Cancer Plan. Under the chapter on the reduction of harmful alcohol consumption, the timeline of the implementation of the Audiovisual Media Services Directive consists of implementation reports in 2022 and 2025, complemented by “infringement procedures and conformity checks” in the meantime. As for HFSS issues that may impact the ad sector, the Roadmap plans an evaluation of the 2014-2020 EU Action Plan on Childhood Obesity by 2023 and some unspecified follow-up actions. The Roadmap also reminds of the work done within the [Best-ReMaP Joint Action](#), including its work to develop guidelines for the development of codes of practices on reducing unhealthy food marketing to children.

Meanwhile, the European Parliament's [dedicated committee \(BECA\)](#) voted on its draft BECA report on 9 December, a document that has no legal force, but which provides information on the Parliament's priorities. The draft report includes different paragraphs pointing out cancer's alcohol-driven risks and the role of a healthy diet in cancer prevention, along with possible steps to improve information to consumers, commercial communications and sponsorship, but also to protect children from commercial communication on alcohol and HFSS. Other key recommendations put forward by the report include facilitating the access to cross-border health care and clinical trials for cancer patients, extending the use of joint procurement procedures, managing shortages of cancer medicines, guaranteeing the right to be forgotten as well as ensuring equal access to innovative cancer drugs and treatments.

MEPs consider the implementation of [Europe's Beating Cancer Plan](#) as a first step towards a real European Health Union and as a model for policy actions on other non-communicable diseases. The report is expected to be on the agenda of the plenary in February 2022.

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