

**Question for written answer E-004364/2025
to the Commission**
Rule 144
Margarita de la Pisa Carrión (Pfe)

Subject: Communication campaign of the ‘My Voice, My Choice’ European Citizens’ Initiative

In September 2025, the ‘My Voice, My Choice’ European Citizens’ Initiative (ECI) was presented to the European Commission. It calls for a financial mechanism for free access to abortion in the EU.

Running alongside the subsequent Commission and Parliament hearings has been a campaign on social media and in Parliament that has set a festive tone – and even targeted minors – by using images, colours and characters for children, such as princesses, fairies, Barbies and ‘care bears’. Given that abortion is a sensitive, serious and controversial issue, this strategy is inappropriate and runs counter to the principles of child protection in public communication.

Taking into account EU legislation (Regulation (EU) 2024/900 and Directive (EU) 2018/1808 on audiovisual media services), and given that the Commission itself is involved in the receipt and discussion of the initiative:

1. What is the Commission’s view on the use of a child-focused communication strategy to promote an abortion-related initiative?
2. Does it consider that sort of communication to potentially interfere with existing rules on protecting children from inappropriate content, or with transparency rules for political advertising?
3. Does it intend to revise the restrictions or guidelines applicable to ECI campaigns when they deal with sensitive issues and target minors or vulnerable audiences?

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