

in order to develop the text further, the Secretariat convened informal dialogues with nongovernmental organizations in official relations with WHO and private sector entities on 17 August 2015 and an informal consultation with Member States and other United Nations organizations on 18 August 2015. The resulting draft guidance document, containing recommendations on ending the inappropriate promotion of foods for infants and young children, is provided in the Annex to the present report.

ACTION BY THE EXECUTIVE BOARD

35. The Board is invited to note the report and to consider the following draft resolution:

The Executive Board,

Having considered the report on maternal, infant and young child nutrition,¹

RECOMMENDS to the Sixty-ninth World Health Assembly the adoption of the following draft resolution:

The Sixty-ninth World Health Assembly,

(PP1) Recalling resolutions WHA33.32 (1980), WHA34.22 (1981), WHA35.26 (1982), WHA37.30 (1984), WHA39.28 (1986), WHA41.11 (1988), WHA43.3 (1990), WHA45.34 (1992), WHA46.7 (1993), WHA47.5 (1994), WHA49.15 (1996), WHA54.2 (2001), WHA55.25 (2002), WHA58.32 (2005), WHA59.21 (2006) and WHA61.20 (2008) on infant and young child nutrition, appropriate feeding practices and related questions;(PP2) Remaining concerned about the vast numbers of infants and young children who are still inappropriately fed and whose nutritional status, growth and development, health and survival are thereby compromised;

(PP3) Recalling resolution WHA63.23 (2010) on infant and young child nutrition, in which the Health Assembly recognized that the promotion of breast-milk substitutes and some commercial foods for infants and young children undermines progress in optimal infant and young child feeding, and urged Member States to end inappropriate promotion of foods for infants and young children;

(PP4) Further recalling resolution WHA65.6 (2012) on maternal, infant and young child nutrition, in which the Health Assembly requested the Director-General to provide guidance on the inappropriate promotion of foods for infants and young children cited in resolution WHA63.23;

(PP5) Recognizing that the inappropriate promotion of commercial foods for infants and young children can mislead parents and other caregivers about the nutrition- and health-related qualities of these foods and about their age-appropriate and safe use, and that the promotion of such products for infants under 6 months of age has been associated with earlier cessation of exclusive breastfeeding;

¹ Document EB138/8.

(PP6) Convinced that guidance on ending the inappropriate promotion of foods for infants and young children is needed for Member States, the private sector, health systems, civil society and international organizations,

(OP) 1. ENDORSES the guidance on ending the inappropriate promotion of foods for infants and young children;

(OP) 2. URGES Member States:

(a) to take all necessary measures to implement the guidance on ending the inappropriate promotion of foods for infants and young children, while taking into account existing legislation and policies, as appropriate;

(b) to establish a system for monitoring, evaluating and enforcing the implementation of the guidance on ending the inappropriate promotion of foods for infants and young children, and to ensure that primary legislation is regulated and appropriate sanctions can be applied when violations occur;

(c) to implement, enact, monitor and enforce all provisions of the International Code of Marketing of Breast-milk Substitutes and relevant subsequent Health Assembly resolutions, ensuring that any milk products in either liquid or powdered form that are marketed for feeding infants and young children, including follow-up formula and growing-up milks, are covered by those provisions, and to increase investment for this purpose;

(d) to implement, through national legislation, the Codex Guidelines on Formulated Complementary Foods for Older Infants and Young Children and other relevant Codex standards and guidelines, and to ensure that arrangements are in place and that adequate resources are available to enact, monitor and enforce such legislation;

(e) to implement the WHO set of recommendations on the marketing of foods and non-alcoholic beverages to children, and to adopt a comprehensive approach to implementation of those recommendations, including through legislation, paying particular attention to ensuring that settings where infants and young children gather are free from all forms of marketing of foods that are high in saturated fats, *trans*-fatty acids, free sugars, or salt;

(OP) 3. CALLS UPON manufacturers and distributors of foods for infants and young children to end all forms of inappropriate promotion by fully implementing the recommendations set forth in the guidance on ending the inappropriate promotion of foods for infants and young children, irrespective of whether the recommendations have been transposed into national legislation;

(OP) 4. CALLS UPON health care professionals to fulfil their essential role in providing parents and other caregivers with information and support on optimal infant and young child feeding and to implement the recommendations set forth in the guidance on ending the inappropriate promotion of foods for infants and young children, irrespective of whether the recommendations have been transposed into national legislation;

(OP) 5. CALLS UPON the media and creative industries to ensure that their activities across all communication channels and media outlets, in all settings and using all marketing techniques comply with the recommendations set forth in the guidance on ending the inappropriate promotion of foods for infants and young children;

(OP) 6. CALLS UPON civil society to engage in advocacy work for and activities to monitor the implementation of the guidance on ending the inappropriate promotion of foods for infants and young children;

(OP) 7. REQUESTS the Director-General:

(a) to provide technical support to Member States in implementing the guidance on ending the inappropriate promotion of foods for infants and young children and in monitoring and evaluating its implementation;

(b) to strengthen international cooperation with United Nations organizations, most notably FAO, UNICEF and WFP, in promoting national implementation of the guidance on ending the inappropriate promotion of foods for infants and young children;

(c) to report on implementation of the guidance on ending the inappropriate promotion of foods for infants and young children as part of the report on progress in implementing the comprehensive implementation plan on maternal, infant and young child nutrition to the Seventy-first and Seventy-third World Health Assemblies in 2018 and 2020.