

**DRAFT RESOLUTION FOR WHA69:  
Guidance on ending the inappropriate promotion of foods for infants and young children**

**Resolution proposed by Ecuador, .....**

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), WHA61.20 (2008) and WHA63.23(2010) on infant and young child nutrition, appropriate feeding practices and related questions;

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(PP2) 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;

(PP3) 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;

(OP1) ENDORSES the technical guidance on ending the inappropriate promotion of foods for infants and young children

(OP2) URGES Member States<sup>12</sup>:

(OP2.a) to take all necessary measures to implement the guidance recommendations on ending the inappropriate promotion of foods for infants and young children, as a minimum requirement, while taking into account existing legislation and policies.

(OP2.b) to establish a system for monitoring, evaluating and , as appropriate to national context, enforcing the implementation of the guidance recommendations on ending the inappropriate promotion of foods for infants and young children,

(OP2.c) 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, and other types of regulations 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;

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<sup>1</sup> and, where applicable, regional economic integration organizations

<sup>2</sup> taking into account the context of federated states

(OP3) 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 and/or regional legislation;

(OP4) 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 practices, acknowledging specific individual nutritional needs of children<sup>3</sup>, 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;

(OP5) 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;

(OP6) Calls upon civil society to support ending inappropriate promotion of foods for infants and young children, including activities to advocate for, monitor and evaluate the implementation of the guidance recommendations;

(OP7) REQUESTS the Director-General:

(OP7.a) to provide technical support to Member States in implementing the guidance recommendations on ending the inappropriate promotion of foods for infants and young children and in monitoring and evaluating its implementation and impact on infant and young child nutrition;

(OP7.b) to review national experiences with implementing the guidance recommendations in order to build the evidence on its effectiveness and consider changes, if required;

(OP7.c) to assess the use and marketing impact of vitamin and mineral supplement and home fortification products, such as micronutrient powders and small quantity lipid-based nutrition supplements, and provide guidance on the inappropriate promotion of such products to the 71<sup>st</sup> WHA in 2018 for its consideration;

(OP7.d) 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;

(OP7.e) to report on implementation of the guidance recommendations on ending the inappropriate promotion of foods for infants and young children as part of the report on progress

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<sup>3</sup> WHO/UNICEF. Acceptable medical reasons for use of breast-milk substitutes, WHO, 2009

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.

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