

IBFAN intervention for Agenda item 18: Maternal Infant and Young Child Nutrition

Thank you for letting us comment on this important issue. 2020 is a reporting year for the International Code and Member States need to be alerted to new marketing tactics that threaten children's health and survival.

After nearly 40 years, some would like this issue taken off WHO's agenda – something that would suit the baby food industry very well.

We appeal to this EB to make a small amendment to the Draft Decision because it suggests that biennial reporting ends by 2026. Why must it include any dates? A crucially important requirement of the International Code is this biennial reporting and has resulted in 19 Resolutions that clarify and update it. These Resolutions help governments adopt laws that protect health and save lives.

To use a blanket approach to change one of WHO's flagship recommendations is very risky and could signal undue Private Sector influence. If WHO wants to sunset its decisions please start with the ones that do little or nothing to protect health.

Just listening the Member States now, its clear that harmful promotion will not stop until every country has strong laws that are enforced. Although 85% have taken some action, under pressure from industry many of these measures are voluntary or not strong enough to tackle new marketing tactics, including the harmful marketing of products targeting malnourished children.

Thank you