

IBFAN statement on. Agenda Item: 24.2 [Draft fourteenth general programme of work](#)

Monday 22nd, 4.30pm. [YOUTUBE](#) [read by Patti Rundall](#))

Thank you Madam Chair. The 14th GPW has a critical role to play and it should highlight and include the following:

- Protection of breastfeeding throughout all WHO local offices – especially from new strategies such as digital marketing that is out of control.
- WHO has a key role in ensuring policy coherence in WTO and Codex trade rules. This helps Member States regulate marketing in line with WHO recommendations, without fear of challenge.
- The pressure to be ‘operational’ should not undermine WHO’s key norm-setting role, nor should WHO’s desire to streamline prevent new Resolutions going forward that save children’s lives.
- WHO’s own internal policy must be free from undue commercial influence and FENSA must be strengthened to safeguard WHO’s independence, integrity and trustworthiness
- Flexible funding should be increased and anonymous donations forbidden, especially when ear-marked for specific programmes. Thank you.