

IBFAN statement on Agenda Item: 20. Maternal, infant and young child nutrition

WHO should be proud of the materials on marketing it has produced under Dr Tedros' tenure. The guidance on digital marketing is a key part of the package that will help governments lower health care costs and save lives.

Digital marketing is now out of control with companies paying influencers and using algorithms and deceptive schemes to target pregnant and lactating women and convince them that their expensive, risky, environmentally wasteful products are essential for children's health. The Guidance doesn't prevent any person buying products they need but could stop predatory marketing at source.

We know from our experience at Codex that a WHA resolution is very important and would help Member States strengthen their laws without fear of trade challenges. Misleading digital marketing will only get worse if the Guidance sits on the shelf ignored.