

# Invitation to the 77th World Health Assembly

## Side Event on

### Digital Marketing of Breastmilk Substitutes



#### AGENDA INCLUDES:

- Member States Panel Discussion
- WHO's Guidance on Digital Marketing
- The 2024 Code Status Report
- New evidence of digital marketing of breastmilk substitutes



**Tuesday 28th May**

**6.30 - 8.30 PM**

RECEPTION FROM 8PM



**Warwick Hotel**

**14 Rue de Lausanne**

**1201 Geneva**

Organized by: The International Baby Food Action Network (IBFAN), Save the Children, UNICEF, International Lactation Consultant Association (ILCA) and the World Obesity Federation

**Co-Sponsors: Bangladesh, Brazil, Lesotho, and Mexico.**

This side event will highlight the concerning rise of aggressive digital marketing of breastmilk substitutes, shedding light on its pervasive and misleading impact on pregnant women, parents and society.

We aim to establish a forum for strengthening collaboration between Member States and civil society, with the objective of improving child health protection, sharing best practices, and leveraging the experiences of Member States.

To join please fill in a registration form by clicking: [HERE](#) or by scanning the QR code:

