

4he global voice for consumers. La voix des consommateurs à travers le monde.
La voz global para la defensa de los consumidores



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Agenda item: 7.2 Maternal, Infant and Young
Child Nutrition

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Thank you, chairperson.

I speak on behalf of Consumers International, the global federation of consumer organisations worldwide and IBFAN founding member.

We thank Secretariat for the report on the 5 action areas and the implementation of the International Code of Marketing of Breastmilk Substitutes.

We welcome the proposal in Annex 1 to complete the global monitoring framework on MIYCN through an expert working group appointed by Member States and the UN, and wish to emphasize that such a working group should be free from commercial conflicts of interests. WHO should, however, beware of the distorted argument of '*intellectual bias*' and '*fixed policy position*', contained in the EB 134/8 on non-state actors. This notion, championed by actors guided by market profit-making logic, confuses matters and implies that WHO should be wary of those with pro-public health positions.

It is now 33 years since the Code's adoption, but much work remains to be done to adequately protect children's health. IBFAN's review of the Code implementation shows an even more dramatic picture, as it is derived from the legal analysis of the national measures.

The set of 5 criteria in Annex 2 could help countries address inappropriate marketing practices of foods for infants and young children that clearly contribute to poor exclusive and continued breastfeeding rates and the double burden of malnutrition. The widespread commercial promotion of fortified processed foods and supplements can also undermine confidence in local foods and harm local food security. We look forward to WHO's translating these 5 principles into a guidance, as per WHA resolution 65.6 in order to assist Member States in addressing such practices effectively.

Finally, we welcome WHO's involvement in the preparations of the ICN2 and call on the DG to ensure effective participation of public-interest NGOs and social movements in the preparatory process and conference itself.