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

Head Office
24 Highbury Crescent
London N5 1RX, UK
Tel: +44 (0)20 7226 6663
Fax: +44 (0)20 7354 0607
e-mail: consint@consint.org
www.consumersinternational.org

Executive Board: 132 Session
Agenda item: 7.1. Health-related MDGs

Thank you, Madam chairperson, for the opportunity to speak on behalf of Consumers International, the global federation of consumer organisations worldwide and an IBFAN founding member.

We appreciate WHO's report on Health in the post-2015 development agenda. We are however concerned that it lacks emphasis on nutrition and specifically infant and young child feeding.

The latest Countdown to 2015 report on key interventions that contribute to achieving the MDGs 4 and 5 revealed insufficient coverage of effective maternal, newborn and child interventions, including early initiation of breastfeeding, exclusive breastfeeding and complementary feeding as well poor adoption of evidence-based policies such as the International Code of Marketing of Breastmilk Substitutes.

Similarly, the World Breastfeeding Trends Initiative assessment of the 2002 Global Strategy on Infant and Young Child Feeding in 51 countries showed that most countries lag in having adequate policies and programmes in all 10 infant and young child feeding indicators monitored.

This demonstrates that breastfeeding and IYCF, despite topping the list of effective preventive interventions has received far from adequate attention in the MDG process

This area of work is challenging. It requires constant vigilance to ensure that the infant food industry does not become the proverbial fox building a chicken coop; dealing adequately with conflicts of interests is one of the key premises of success and that's not easy – especially in this new world of public private partnerships.

Infant feeding must receive full attention and funding. We know which interventions are effective and what needs to be done. We have a global strategy and tools for implementation, to guide us. The time has come to implement

We urge Member States and WHO Secretariat to fully integrate protection, promotion and support of adequate IYCN in the post -2015 process , with indicators to assess progress. Presently, the WHO 2012 discussion paper "Positioning Health in the Post-2015 Development Agenda", lacks any reference to nutrition or infant feeding. We hope that this can change.