



**STATEMENT BY MALAYSIA**  
**150<sup>TH</sup> SESSION OF THE WHO'S EXECUTIVE BOARD**  
**24 – 29 JANUARY 2022**

**Agenda Item No. : 17**  
**Title : Maternal, infant and young child nutrition**  
**Ref. Document : EB150/23**

1. Malaysia would like to congratulate the Commission for their hard work in coming up with a comprehensive implementation Plan on maternal, infant, and young child nutrition: biennial report. We take note and support the guidance on the regulatory measures aimed at restricting the digital marketing of breast milk substitutes. We also would like to propose for this guidance to be aligned with other relevant global documents such as Codex Alimentarius.
  
2. Malaysia implemented the Code of Ethics for the Marketing of Infant Foods and Related Products (1979) as a mechanism to control the marketing of breast milk substitutes. We hope with the implementation of this Plan on the regulatory measures on the digital marketing of breast milk substitutes, will strengthen our existing Code of Ethics. Apart from this, Malaysia also implemented the Baby-Friendly Hospital Initiative (BFHI) in 1993 to ensure all baby-friendly maternity facilities practice all the 10 Steps to Successful Breastfeeding.