

**Statement by Ms. Gerda Verburg, UN Assistant Secretary-General, Scaling Up Nutrition (SUN) Movement Coordinator<sup>1</sup>;**

EB 150 - agenda item 17: Maternal, infant and youth child nutrition

Honourable chair,

I deliver this statement in my capacity as UN Assistant Secretary-General and Coordinator of the Scaling Up Nutrition Movement which is a global movement driven by its 65 member countries who have committed to bring people and sectors together to end malnutrition in all its forms.

I would like to share two key messages.

First, I would like to reiterate the importance of developing guidance for Member States on regulatory measures to restrict digital marketing of breastmilk substitutes. I call on governments to swiftly implement such regulations. Breastfeeding is the best start of life for a child and its promotion a powerful cost-effective tool to combat malnutrition.

Second, the 2021 Nutrition Year of Action with the UN Food Systems Summit, the Nutrition for Growth Summit and COP 26, have seen strong commitments and transformation pathways by Member States and their partners to tackle all forms of malnutrition and connecting people's and planetary health. Many countries have committed to include nutrition services in their primary health systems.

The SUN Movement stands ready to support collaboration and alignment behind your country priorities to fight malnutrition like tackling wasting and stunting, micronutrient deficiencies overweight and obesity and NCDs, through implementing cost-effective win-win solutions, e.g. the promotion of healthy and sustainable diets, including breastfeeding.

The SUN Movement encourages all partners to collaborate for the health and wellbeing of all.

Thank you for your attention.

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<sup>1</sup> *This statement is delivered by Ms. Gerda Verburg, in her capacity as United Nations Assistant Secretary-General and Coordinator of the Scaling Up Nutrition (SUN) Movement. The SUN Movement Secretariat is hosted by the United Nations Office for Project Services in Geneva.*