Maternal, infant and young child nutrition

Comprehensive implementation plan on maternal, infant and young child nutrition: biennial report

Department of Nutrition and Food Safety

November 22nd 2023
The 2025 Global Nutrition Targets

- **40% reduction** in the number of children under-5 who are stunted
- **50% reduction** of anaemia in women of reproductive age
- **30% reduction** of low birthweight
- **No increase** in childhood overweight
- Increase the rate of exclusive breastfeeding in the first 6 months up to at least 50%
- Reduce and maintain childhood wasting to less than 5%

In 2012, Member States endorsed 65th World Health Assembly (WHA) Resolution 65.6 Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition

Four of these targets (stunting, anaemia, overweight and wasting) are embedded into the Sustainable Development Goals to track progress of Target 2.2
Progress towards the 2025 targets

40% reduction in the number of children under-5 who are stunted

<table>
<thead>
<tr>
<th>Year</th>
<th>Stunting (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline (2012)</td>
<td>177.9</td>
</tr>
<tr>
<td>Latest (2022)</td>
<td>148.1</td>
</tr>
<tr>
<td>Projected (2025)</td>
<td>138.2</td>
</tr>
<tr>
<td>Target (2025)</td>
<td>106.7</td>
</tr>
</tbody>
</table>

50% reduction of anaemia in women of reproductive age

<table>
<thead>
<tr>
<th>Year</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline (2012)</td>
<td>28.5</td>
</tr>
<tr>
<td>Latest (2019)</td>
<td>29.9</td>
</tr>
<tr>
<td>Projected (2025)</td>
<td>31.3</td>
</tr>
<tr>
<td>Target (2025)</td>
<td>14.3</td>
</tr>
</tbody>
</table>

30% reduction of low birthweight

<table>
<thead>
<tr>
<th>Year</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline (2012)</td>
<td>15.0</td>
</tr>
<tr>
<td>Latest (2020)</td>
<td>14.7</td>
</tr>
<tr>
<td>Projected (2025)</td>
<td>14.4</td>
</tr>
<tr>
<td>Target (2025)</td>
<td>10.5</td>
</tr>
</tbody>
</table>

No increase in childhood overweight

<table>
<thead>
<tr>
<th>Year</th>
<th>Overweight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline (2012)</td>
<td>5.5</td>
</tr>
<tr>
<td>Latest (2022)</td>
<td>5.6</td>
</tr>
<tr>
<td>Projected (2025)</td>
<td>5.6</td>
</tr>
<tr>
<td>Target (2025)</td>
<td>5.5</td>
</tr>
</tbody>
</table>

Increase the rate of exclusive breastfeeding in the first 6 months up to at least 50%

<table>
<thead>
<tr>
<th>Year</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline (2012)</td>
<td>37.0</td>
</tr>
<tr>
<td>Latest (2021)</td>
<td>47.7</td>
</tr>
<tr>
<td>Projected (2025)</td>
<td>53.4</td>
</tr>
<tr>
<td>Target (2025)</td>
<td>50.0</td>
</tr>
</tbody>
</table>

Reduce and maintain childhood wasting to less than 5%

<table>
<thead>
<tr>
<th>Year</th>
<th>Wasting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline (2012)</td>
<td>7.5</td>
</tr>
<tr>
<td>Latest (2022)</td>
<td>6.8</td>
</tr>
<tr>
<td>Projected (2025)</td>
<td>6.6</td>
</tr>
<tr>
<td>Target (2025)</td>
<td>5.0</td>
</tr>
</tbody>
</table>

Sources:
Extension of 2025 targets to 2030

In 2018, WHO and UNICEF published a discussion paper providing a scenario of the levels the targets could be set for 2030.

- **40% reduction** in the number of children under-5 who are stunted
- **50% reduction** of anaemia in women of reproductive age
- **30% reduction** in low birthweight
- **No increase** in childhood overweight
- Increase the rate of exclusive breastfeeding in the first 6 months up to at least **50%**
- Reduce and maintain childhood wasting to **less than 5%**

**Potential 2030 target**

- ➔ **50% reduction**
- ➔ **50% reduction**
- ➔ **30% reduction**
- ➔ **Reduce to less than 5%**
- ➔ **at least 70%**
- ➔ **less than 3%**
Extension of 2025 targets to 2030 – Next steps

WHO developing a discussion paper to update the analysis in 2018 and to consider potential process targets to drive concrete action towards the targets.

**Example process indicators**

- **Stunting**: Minimum dietary diversity
- **Anaemia**: Iron-containing supplements, flour fortification
- **Low birthweight**: Antenatal care, minimum dietary diversity for women
- **Childhood overweight**: Sugar-sweetened beverages, free sugars
- **Exclusive breastfeeding**: Counselling, early initiation, observation at birth
- **Childhood wasting**: Minimum meal frequency, treatment of severe wasting
Progress on the five actions of the Comprehensive implementation plan on maternal, infant and young child nutrition

1. Create a supportive environment for the implementation of comprehensive food and nutrition policies
   - Elevation of the public discourse on nutrition and food systems

2. Include all required effective health interventions with an impact on nutrition in national nutrition plans
   - Essential health services: signs of service recovery after COVID-19 pandemic
Progress on the five actions of the Comprehensive implementation plan on maternal, infant and young child nutrition

3. Stimulate development policies and programmes outside the health sector that recognize and include nutrition
   • UN Food Systems Summit +2 Stocktaking Moment
   • Initiative on Climate Action and Nutrition (I-CAN)
   • Healthier food and food environments at sports events

4. Provide sufficient human and financial resources for the implementation of nutrition interventions
   • 10.8 billion US$ extra resources needed to attain 4 of the 6 global nutrition targets; extra 3.8 billion US$ needed to counter COVID-19 impact
   • Halt of Overseas Development Assistance for nutrition in 2018 and 2019
   • Investments in food systems transformation
   • Peer-to-peer learning on breastfeeding, public food procurement, COI
Progress on the five actions of the Comprehensive implementation plan on maternal, infant and young child nutrition

5. Monitor and evaluate the implementation of policies and programmes

- WHO-UNICEF Technical Expert Group on Nutrition Monitoring
- Healthy Diets Monitoring Initiative (FAO, UNICEF, WHO) established
- 2022 Global Nutrition Report
- SOFI 2022 and SOFI 2023
- Support to national nutrition information systems in 14 countries (WHO, UNICEF, European Commission)
Progress on the Code of marketing of breast-milk substitutes and inappropriate promotion of foods for infants and young children

- 144 Members States have adopted legal measures on the Code
  - Only 32 are substantially aligned with the Code.
  - Delegations from 120 countries
- Online training course
- Policy brief with step-by-step guidance and “model law”
- Clarification on sponsorship of professional meetings
- Codex standard on follow-up formulas
- Nutrient & Promotion Profile Model (NPPM) for complementary foods
- Global Breastfeeding Scorecard
Guidance on regulating digital marketing BMS

• WHA73(26): Prepare comprehensive report

• Scope and impact of digital marketing strategies for the promotion of breast-milk substitutes
  • Digital marketing dominant in many countries
  • Effectively increases BMS sales
  • Highly targeted with personal data and algorithms
  • Often not recognizable as advertising
  • May be below radar of regulators

• WHA75(21): Develop guidance
Guidance on regulating digital marketing BMS

- **Interdepartmental**
  - Depts of Nutrition & Food Safety, Maternal & Child Health, and Public Health Law Unit

- **Technical advisory group**
  - Geographically diverse
  - Expertise in consumer protection, digital marketing, consumer psychology, multi-lateral trade, ethics, & Code implementation

- **Review of evidence and previous WHO documents**

- **Commissioned analysis of legal considerations**

- **Public consultation**
  - 65 responses

- **Legal review**
Guidance on regulating digital marketing BMS

• Types of marketing made possible through technology
  • social media marketing
  • content streaming
  • video-sharing
  • games
  • websites
  • display advertisements
  • banner advertisements
  • pop-up advertisements
  • search engine advertising
  • dark posts
  • email marketing
  • online social support
  • promotions in health websites
  • smartphone apps
  • like, share, comment
  • eLearning
  • chat services

• Newer marketing strategies
  • cross promotions
  • brand promotion
  • advisory services
  • influencer marketing

• Broader set of actors involved in digital marketing
  • content producers
  • publishers
  • hosts
  • navigators
  • access providers

https://www.who.int/publications/i/item/9789240084490.
Guidance on regulating digital marketing BMS

- Recommendations on applying the Code to digital environments
  - Direct-to-consumer
  - Health care systems and health workers
  - Point of sale/retail
- Considers guidance on marketing of complementary foods in digital media
- Recommendations on effective regulatory measures
  - confer legal duties of compliance
  - identify government agencies responsible for compliance monitoring and enforcement
  - monitoring & enforcement strategies
  - options for containing and responding to cross border marketing
  - duties of advertisers
  - adaptation to new technologies and channels

https://www.who.int/publications/i/item/9789240084490.