

Maternal, infant and young child nutrition

The Executive Board, having considered the report of the Director-General on maternal, infant and young child nutrition,¹

Decided to recommend to the Seventy-fifth World Health Assembly the adoption of the following decision:

The Seventy-fifth World Health Assembly, having considered the report of the Director-General on maternal, infant and young child nutrition,

Decided to request the Director-General:

- (1) to develop guidance for Member States on regulatory measures aimed at restricting the digital marketing of breast-milk substitutes, so as to ensure that existing and new regulations designed to implement the International Code of Marketing Breast-milk Substitutes and subsequent relevant Health Assembly resolutions adequately address digital marketing practices;
- (2) to report on the performance of the task described in paragraph (1) to the Seventy-seventh World Health Assembly in May 2024.

Tenth meeting, 28 January 2022
EB150/SR/10

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¹ Document EB150/23.