



MINISTÉRIO DA SAÚDE
Assessoria Especial de Assuntos Internacionais

**156th Session of the Executive Board
3-11 February 2025**

**ITEM 14 – GLOBAL STRATEGY FOR WOMEN’S, CHILDREN’S AND
ADOLESCENTS’ HEALTH - OK**

(312 PALAVRAS)

Thank you Chair,

Brazil acknowledges the importance of the DG’s report on the Global Strategy for Women’s, Children’s, and Adolescents’ Health. With only five years remaining to achieve the SDGs, we emphasize the urgency of accelerating efforts to reduce maternal, neonatal, and child mortality.

Addressing health inequalities should prioritize intersectoral policies that promote human rights, tackle social determinants of health, and ensure universal access to health, particularly for vulnerable populations.

Brazil would like to emphasize one of the arguments in the report, which states that support for exclusive breastfeeding and early childhood development programs improve long-term health outcomes for infants.

In this regard, we highlight that over 40 years after the adoption of the International Code of Marketing of Breast-milk Substitutes, its full implementation has yet to be achieved.



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Brazil is leading a resolution on the regulation of the digital marketing of breast-milk substitutes recognizing that the marketing of breast-milk substitutes and foods for infants and young children poses significant risks to the health and physical and cognitive development of infants and young children.

This resolution also considers the currently dominant role of digital marketing, including influencer marketing, in many countries, which exposes parents, caregivers, and health professionals to direct and indirect promotions of breast-milk substitutes, further increasing public health risks when not effectively regulated.

The negotiations have progressed, and we believe that we have achieved a text that is agreeable to all membership. Brazil kindly requests the WHO Secretariat to review the conference paper in accordance with the amended version to be timely submitted. We thank all delegations for your constructive efforts.

We also would like to express our co-sponsorship of the *World Prematurity Day* resolution proposed by Tanzania.

The Brazilian perspective to protect children's health and promote breastfeeding is an essential part of our effort to guarantee a healthy society. We must safeguard our children and women's rights.

Thank you!