

73th WORLD HEALTH ASSEMBLY MEETING,

9nd – 14st November 2020, GENEVA

Agenda : 15.2

Item No Title : Maternal, infant and young child nutrition

Ref. Document : A73/4 (12 May 2020)

Intervention Note:

Malaysia would like to congratulate the Commission for their hard work in coming up with a comprehensive implementation plan on the maternal, infant and young child nutrition: biennial report.

Malaysia is currently reviewing the National Nutrition Policy and the National Plan of Action for Nutrition of Malaysia III (2016 – 2025) (NPANM III). This revision is in tandem with the government's effort to address the double burden of malnutrition. The strategies and action plans to address issues on a maternal, infant and young child nutrition have also been strengthened in this review.

In the purview of the Malaysia's Code of Ethics for the Marketing of Infant Foods and Related Products, greater concerns need to be given to the widespread use of digital marketing strategies for the promotion of breastmilk substitutes through discounted internet sales via e-commerce platforms. The prohibition of the advertisement and promotion through code could possibly be implemented for the local based companies but not for the online merchants that come from various parts of the world. Therefore, Malaysia proposes for a more stringent control or measures to be undertaken at the global level to address these issues.