



MINISTÉRIO DA SAÚDE
Assessoria Especial de Assuntos Internacionais

**77th World Health Assembly
27 May – 1 June 2024**

Item 15.1 - Social determinants of health
Item 15.2 - Maternal, infant and young child nutrition
Item 15.3 - Well-being and health promotion
15.5 Economics and health for all

Mr Chair,

Brazil takes the floor now in its national capacity.

Social determinants of health play a significant role in shaping health outcomes and equity. In Brazil, to address health equity, various initiatives are being implemented. During the President's Lula administration, our Universal Health System plays a crucial role in advancing health equity by providing health for all.

Brazil endorses the recommendations of the WHO Guidance on regulatory measures aimed at restricting digital marketing of breast-milk substitutes, as per the joint statement delivered by a group of 27 countries.

During the last Session of the Executive Board, we raised the issue of regulation of digital marketing of breast milk substitutes, with a view to its incorporation into the scope of the Code of Marketing of Breast-milk Substitutes.



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Brazil calls on all Member States to join in broad consultation, so as to reach agreement on a draft resolution on this topic during the 78th World Health Assembly.

Mr Chair,

For the last two decades, Brazil has been a forerunner in recognizing health as an integral part of its economic structure and has built a concrete experience based on the perspective of the Health Economic-Industrial Complex. This experience has shown that the right to health requires an economic base, which, at the same time, can foster innovation, create good jobs, and orient the production in favor of social goals.

We are proud to say that the Brazilian approach is recognized by the WHO's Council on the Economics and Health for All Report. Since its creation, Brazil has supported the WHO's Council work. From research to the promotion of its findings and recommendations.

Finally, we thank Finland for putting forward the resolution on Economics and Health for All, co-sponsored by Brazil. We call on Member States to support this draft resolution.

Thank you!