

77^a World Health Assembly

Item 15 Review of and update on matters considered by the Executive Board

Sub-item 15.2 Maternal, infant and young child nutrition

Mr. Chair,

Brazil takes the floor on behalf of **[Armenia, Bangladesh, Belgium, Bolivia, Botswana, Colombia, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Hungary, Indonesia, Jamaica, Kenya, Mexico, Nicaragua, Panama, Peru, Slovakia, Slovenia, South Africa, Sri Lanka, Syria, Thailand and Uruguay]** to deliver a joint statement on sub-item 15.2 "maternal, infant and young child nutrition".

Science has already demonstrated that feeding practices for infants and young children have a profound effect on child survival, growth and development, with lifelong consequences for women, children, and society as a whole. Despite the proven benefits of breastfeeding, less than half of infants and young children globally are breastfed in accordance with the recommendations of WHO.

Evidence shows the powerful influence of the marketing of breast-milk substitutes as a barrier to breastfeeding. Despite efforts to the implementation of the International Code of Marketing of Breast-milk Substitutes, adopted by the World Health Assembly in 1981, we are facing now an emerging challenge.

The WHO report on the scope and impact of digital marketing strategies for promoting breast-milk substitutes noted that digital environments are fast becoming the predominant source of exposure to promotion of breast-milk substitutes globally and that digital marketing amplifies the reach and power of advertising and other forms of promotion, influencing parents to use their products.

In 2023, the WHO prepared recommendations on the digital marketing of breast milk substitutes, which were submitted to public consultation and resulted in the publication of the Guidance on regulatory measures aimed at restricting digital marketing of breast milk substitutes.

The idea of a resolution to regulate the digital marketing of breast milk substitutes with a view to its incorporation into the scope of the International Code was already raised during the 154th session of the Executive Board of the WHO.

This will certainly be an important step towards guaranteeing children's right to the enjoyment of the highest attainable standard of nutrition and health.

Recognizing the importance of this issue, in this 77th World Health Assembly, we would like to emphasize that we support the WHO Guidance on regulatory measures and that we

intend to prepare, in broad consultation with Member States, a draft resolution to be tabled at the 78th World Health Assembly. We will also request an amendment to the 78th WHA agenda accordingly.

Thank you very much.