

**SUN Movement Statement on Item 15.2 Maternal, infant and young child nutrition at the
Seventy Seventh World Health Assembly
27 May - 1 June 2024**

Distinguished Chair, Excellence, and Delegates,

As the UN Assistant Secretary-General and Coordinator of the Scaling Up Movement, it is my honor to address agenda item 15.2 on maternal, infant, and young child nutrition. The SUN Movement, led by 66 countries and 4 Indian States with thousands of stakeholders from across civil society, business, donors, and the UN, aims to end malnutrition in all forms by 2030.

I commend the WHO for its biennial report on the comprehensive implementation plan on maternal, infant and young child nutrition, noting the global progress on exclusive breastfeeding rates towards the WHA2025 target. However, digital marketing of breastmilk substitutes poses an increasingly pernicious threat to this progress. I urge the WHO and the UN system to support member states on the implementation of the guidance on restricting digital marketing of breast-milk substitutes.

Challenges also remain in addressing stunting, wasting, low birth weight, anemia, and obesity. Currently, 3.1 billion people cannot afford a healthy diet, undernutrition contributes to 45% of deaths among children under 5, while over a billion people are obese.

There are solutions. Evidence-based nutrition interventions have shown sustained impact, even amid crises. They offer high returns on investment and are crucial for achieving the Sustainable Development Goals. Integrating nutrition into health, food systems and climate interventions provides opportunities to scale-up nutrition actions. I urge member states to prioritize nutrition as part of Universal Health Coverage, including immunization, maternal health, child mortality, climate and health. Extension of global nutrition targets and the comprehensive implementation plan on maternal, infant and young child nutrition after 2025 to be concurrent with the 2030 SDG agenda would give each country the opportunity to further elaborate its own commitments and align monitoring.

Finally, increased financial support is critical. Consistent domestic investment and overseas development assistance are both needed if goals and targets are to be met.

Thank you.