

Statement of the Scaling Up Nutrition (SUN) Movement
World Health Assembly 78
19-27 May 2025

Statement on Item 13.9 Global strategy for Women's, Children's, and Adolescents' Health

Breastfeeding is one of the most powerful, proven investments in child survival, development and health.

It provides optimal nutrition, boosts immunity and reduces lifelong risks of obesity and disease—at a time when the global obesity epidemic demands urgent action. It even contributes to climate goals, with a far lower environmental footprint than breast milk substitutes.

Progress is possible. Exclusive breast feeding is one of the six WHA nutrition targets to show substantial improvement over the past decade.

In SUN countries like Sierra Leone, strong regulation has helped raise exclusive breastfeeding rates from just 10% in 2010 to over 50% today. Viet Nam has pioneered AI-based enforcement of digital marketing regulations.

However, aggressive digital marketing of breast-milk substitutes threatens these gains—misleading parents and undermining public health guidance.

This WHA's Resolution is critical to ensure parents receive clear, evidence-based information—free from commercial influence.

Together with the resolution on the extension of the WHA targets, and the commitments made by countries at the Nutrition for Growth Summit, we will have a renewed mandate to act. Let's make sure we use it.