



**(Reconvened) 73<sup>rd</sup> WHO World Health Assembly Statement on item 15.2 Maternal, infant & young child nutrition Documents ([A73/4](#))**

Joint statement by NCD Alliance, World Cancer Research Fund International, and World Obesity Federation.

We welcome Member States' deliberations on **Maternal, infant and young child nutrition** and adoption of the Decision requesting WHO to prepare a report for the WHA on digital marketing of Breastmilk substitutes, and committing Member States to regular reporting on implementation of the International Code of Marketing of Breastmilk Substitutes (the Code).

Contravention of The Code is a persistent challenge undermining the health of infants and mothers. The growth of digital marketing & COVID-19 pandemic have exacerbated the challenge as documented recently in [the Lancet](#), the [latest joint WHO/UNICEF/IBFAN](#) global report and in NCD Alliance / Spectrum's [report 'Signalling Virtue, Promoting Harm'](#).

**We encourage Member States to**

- **Protect and promote breastfeeding** as a most powerful and cost-effective double-duty policy action to save lives & boost health of infants & mothers from birth.
- **Put children's and mothers' health ahead of commercial interests** by protecting nutrition research, programmes, policies & policy development, with WHO Secretariat guidance and support to Member States and UN agencies.
- **Adopt & enforce legal measures** to strengthen implementation & monitoring of the Code and strategies to tackle digital marketing.
- **Continue biennial monitoring and reporting through WHO governing bodies up to, including and beyond 2030** to ensure accountability & protecting nutrition commitments.
- **Accelerate progress on WHO and SDG targets for NCDs, malnutrition in all its forms, and maternal, infant and young child nutrition** by implementing ambitious, well-resourced SMART commitments and recommended measures to meet undernutrition and diet-related NCD targets. We emphasise double-duty actions with win-win benefits. e.g. school food programmes, fiscal policies, and promotion of breastfeeding.

2020 is the mid-point in the Decade of Action on Nutrition, marking 5 years until the WHO's 2025 NCD and nutrition targets including for breastfeeding & obesity, and 10 years remaining for the 2030 SDGs. It is crucial that the pandemic catalyses action to ensure sustainable, healthy diets for all across the life-course, ahead of the Food Systems & Nutrition for Growth Summits in 2021.