

WORLD OBESITY

Statement to the 69th World Health Assembly on the Guidance on ending the inappropriate promotion of foods for infants and young children, Agenda item 12.1 / document [A69/7](#) and [addenda 1](#)

The World Obesity Federation is a non-governmental organisation in official relations with the World Health Organization. We have as our membership over 30,000 professional clinicians and researchers in over 50 national and regional associations, and work both to reduce the prevalence of obesity and to disseminate best practices in the care and treatment of people with obesity.

Chairperson, distinguished delegates,

I am here today representing the World Obesity Federation, NCD Alliance, World Cancer Research Fund International, World Public Health Nutrition Association, International Diabetes Federation, 1000 Days and UK Health Forum.

We wish to congratulate the WHO for providing robust, evidence-based guidance and recommendations for action on ending the inappropriate promotion of foods for infants and young children. The Guidance is a critical step forward in protecting breastfeeding and healthy diets for infants and young children free from added sugars, saturated fat, salt and trans-fatty acids.

While we are disappointed that consensus could not be reached on full endorsement of the Guidance we urge Member States to adopt the resolution and ensure that all necessary measures to fully implement and monitor the Guidance are taken at the national level.

We also urge Member States to request from the WHO technical assistance to ensure that the necessary actions can be implemented rapidly and successfully, based on the development of best practices worldwide and that outcomes are monitored and evaluated. The actions taken should be fully aligned with the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions, as well as the WHO Recommendations on the marketing of foods and non-alcoholic beverages to children. To this end, we also strongly urge that the WHO work to update the Codex standards to ensure they support the recommendations in the Guidance as a minimum standard.

Finally, we urge Member States to take steps to prevent any undue influence by commercial interests on policy decisions in order to protect and promote healthy diets – diets which we believe are the rights of infants and children worldwide.

