



156th Session of WHO's Executive Board (EB156)  
Individual Statement

Agenda item 14: On Women's, Children's, and Adolescents' Health  
(WCA)

Many countries are off track to meet SDG targets on maternal, newborn, and child mortality. Urgent action is needed to address inequalities and improve health outcomes for women, children, and adolescents. NCD Alliance urges Member States to address the wider determinants of these inequalities and work across sectors, including health, education, nutrition, social protection, and infrastructure.

On Regulating the Digital Marketing of Breast-milk Substitutes, we urge Member States to support the resolution, ensuring it calls for mandatory regulations given that voluntary measures have proven ineffective or insufficient in advancing NCD prevention, including for the implementation of the International Code of Marketing of Breast-milk Substitutes.

Parents and caregivers must be protected from the marketing of breast-milk substitutes and the inappropriate promotion of foods for infants and young children in digital environments.

130 words