



Statement to World Health Assembly 75

Agenda item 18.1 Maternal, infant and young child nutrition

World Cancer Research Fund International strongly supports the decision to request the development of WHO guidance on regulating digital marketing of breast milk substitutes. With the expansion of digital marketing practices, new approaches are needed to strengthen, monitor and enforce the implementation of the International Code of Marketing of Breastmilk Substitutes

Breastfeeding is a [powerful and cost-effective double-duty policy action](#) which protects women against breast cancer and children against overweight and obesity.

Countries are off track to meet childhood obesity targets. Compliance with the code is unacceptably low. Insidious promotion strategies evade scrutiny from national monitoring and health authorities. We urge Member States to take strong action to address the commercial determinants of maternal and infant health.