



78th session of the World Health Assembly
Individual Statement

Agenda item 13.9: Global Strategy for Women's, Children's and
Adolescents' Health

We welcome the resolution on regulating the digital marketing of breast-milk substitutes. It rightly recognizes the growing influence of social media, influencers and personalized advertising in undermining breastfeeding and promoting substitutes in violation of international standards.

We are deeply concerned that only 32 countries have legislation fully aligned with the International Code, while digital marketing outpaces regulation. This resolution is timely and addresses long-standing calls from countries for stronger action.

We urge Member States to adopt the resolution and implement mandatory regulations aligned with the Code and WHO guidance, including on digital marketing and the inappropriate promotion of foods for infants and young children.

Safeguards must protect parents from such marketing and prevent industry interference in policymaking, upholding children's right to optimal nutrition and protection from NCDs later in life.

130 words