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## WHA75 Joint Statement on Agenda Item 18.1: Maternal, infant and young child nutrition

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Language English

World Cancer Research Fund International strongly supports the decision to request the development of WHO guidance on regulating digital marketing of breast milk substitutes.

WHO World Health Assemblies

 [18.1-Statement-Maternal-and-Infant-nutrition.pdf](#) [1]

1 May, 2022

**Resource Section:** Statements, Submissions and Briefings

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**Extended Description:**

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

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