



158th Executive Board

Individual Statement:

Agenda Item 25: Maternal, infant and young child nutrition

NCD Alliance welcomes the WHO's update and commends governments championing the Acceleration Plan to Stop Obesity, as well as those that have adopted legislation aligned with the International Code of Marketing of Breast-milk Substitutes, protecting mothers and children.

However, only 33 countries have legal measures substantially aligned with the Code, and progress on optimal breastfeeding will fall short of 2030 targets without stronger legislation and enforcement. We are also alarmed by the high consumption of sweet beverages among young children, fueling the childhood overweight epidemic.

We urge Member States to integrate current targets into national nutrition and NCD strategies; accelerate evidence-based policies including taxation on sugary drinks, front-of-package labelling and marketing restrictions that protect children; strengthen breastfeeding protections in line with WHO guidance; and safeguard nutrition policymaking from conflicts of interest.

130 words