



WHO 154th Executive Board Meeting (EB154) Individual Statement:

Agenda Item 20. Maternal, infant and young child nutrition Report: [EB 154/22](#)

Distinguished delegates,

World Cancer Research Fund International, with support from NCD Alliance and World Obesity Federation, strongly urges Member States to protect, promote and support breastfeeding within national legislation, in line with the International Code of Marketing Breast-milk Substitutes and [WHO's Guidance on regulatory measures aimed at restricting digital marketing of breast-milk substitutes](#).

Breastfeeding is a [powerful and cost-effective double-duty policy](#) that protects women against breast cancer and children against weight gain, overweight and obesity. Mothers and babies, alongside their communities and health care providers, must be protected from pernicious industry marketing strategies. Introducing monitoring mechanisms to ensure implementation of the Code is vital.

We also strongly urge Member States to implement policies to shift consumption patterns towards healthier diets. Implementing best-practice policies, such as the NCD Best Buys, would reduce global cancer and NCD burdens.

Thank you.

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