



156th WHO Executive Board Meeting

Agenda Item 14 – Global Strategy for Women’s, Children’s and Adolescents’ Health

Individual Statement

Distinguished delegates,

World Cancer Research Fund International urges Member States to protect, promote and support breastfeeding within national legislation, and strongly supports the resolution led by Brazil and Mexico for the regulation of 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, including online.

We strongly urge Member States to adopt the Resolution and its calls to action, to recognise digital marketing is now the dominant form of marketing in many countries, and to implement policies to enforce the BMS code to restrict inappropriate marketing practices and strengthen monitoring, implementation and enforcement.