

Statement to the 78th World Health Assembly on Agenda item 13.9 Global strategy for Women's, Children's and Adolescents' Health

May 2025

World Cancer Research Fund International urges Member States to protect, promote and support breastfeeding within national legislation, and welcome the resolution on 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.

It is concerning that only 32 countries have legislation that fully aligns with the International Code. 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 restrict inappropriate marketing practices and enforce the International Code on Breastmilk substitutes, and strengthen monitoring, implementation and enforcement.