

Seventy-seventh World Health Assembly 2024

Agenda item 15.2: Maternal, infant and young child nutrition

International Lactation Consultant Association welcomes WHO's Guidance on digital marketing of BMS.

WHO's report on digital marketing showed how dominant digital marketing is; it increases sales and decreases breastfeeding; Companies use insidious methods often not recognizable as advertising; and digital marketing escapes scrutiny.

To protect human milk feeding, ILCA calls on member states to incorporate the Guidance into legislation so companies can no longer circumvent the Code.

We commend Brazil's announcement to include this in a resolution in 2025.

We also call on member states to accelerate progress on the global MIYCN targets and respond to the proposal for process indicators