

# Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing in the Western Pacific





# **Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing in the Western Pacific**

© World Health Organization 2020

ISBN 978 92 9061 909 3

Some rights reserved.

This work is available under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo>). Under the terms of this licence, you may copy, redistribute and adapt the work for non-commercial purposes, provided the work is appropriately cited, as indicated below. In any use of this work, there should be no suggestion that WHO endorses any specific organization, products or services. The use of the WHO logo is not permitted. If you adapt the work, then you must license your work under the same or equivalent Creative Commons licence. If you create a translation of this work, you should add the following disclaimer along with the suggested citation: "This translation was not created by the World Health Organization (WHO). WHO is not responsible for the content or accuracy of this translation. The original English edition shall be the binding and authentic edition". Any mediation relating to disputes arising under the licence shall be conducted in accordance with the mediation rules of the World Intellectual Property Organization (<http://www.wipo.int/amc/en/mediation/rules>).

*Suggested citation.* Regional action framework on protecting children from the harmful impact of food marketing in the Western Pacific. Manila, Philippines, World Health Organization Regional Office for the Western Pacific. 2020. Licence: CC BY-NC-SA 3.0 IGO.

*Cataloguing-in-Publication (CIP) data.* 1. Advertising. 2. Marketing. 3. Malnutrition. 4. Diet. 5. Food. 6. Child. 7. Regional health planning. I. World Health Organization Regional Office for the Western Pacific. (NLM Classification: WS 115).

*Sales, rights and licensing.* To purchase WHO publications, see <http://apps.who.int/bookorders>. To submit requests for commercial use and queries on rights and licensing, see <http://www.who.int/about/licensing>. For WHO Western Pacific Regional Publications, request for permission to reproduce should be addressed to Publications Office, World Health Organization, Regional Office for the Western Pacific, P.O. Box 2932, 1000, Manila, Philippines, Fax. No. (632) 8521-1036, email: [wpropuballstaff@who.int](mailto:wpropuballstaff@who.int).

*Third-party materials.* If you wish to reuse material from this work that is attributed to a third party, such as tables, figures or images, it is your responsibility to determine whether permission is needed for that reuse and to obtain permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

*General disclaimers.* The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by WHO in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters. All reasonable precautions have been taken by WHO to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall WHO be liable for damages arising from its use.

Photo credits:

Cover, top row: ©Shutterstock and bottom row: ©WHO/Y. Shimizu

pp. 1 and 9: ©Shutterstock

# CONTENTS

<b>Abbreviations</b>	iv
<b>Foreword</b>	v
<b>Executive summary</b>	vi
<b>1. BACKGROUND</b>	1
1.1 Global guidance and recommendations to protect children from harmful impact of food marketing	2
1.2 Country responses	3
1.3 Common challenges	4
1.4 Purpose and scope of the Regional Action Framework	7
<b>2. REGIONAL ACTION FRAMEWORK</b>	9
2.1 Goal	10
2.2 Objectives	12
2.3 Guiding principles	12
2.4 Pillars and recommended actions	14
A. Policy framework	15
B. Multisectoral and multi-stakeholder collaboration	25
C. Advocacy and communication	30
D. Monitoring and evaluation	36
<b>REFERENCES</b>	42
<b>GLOSSARY</b>	47
<b>ANNEX</b> Policies related to protecting children from the harmful impact of food marketing in the Western Pacific Region	51

## ABBREVIATIONS

<b>BMS</b>	breast-milk substitutes
<b>CRC</b>	Convention on the Rights of the Child
<b>CSO</b>	civil society organization
<b>ECHO</b>	Ending Childhood Obesity
<b>NCD</b>	noncommunicable disease
<b>NGO</b>	nongovernmental organization
<b>PICs</b>	Pacific island countries and areas
<b>SDG</b>	Sustainable Development Goal
<b>UNICEF</b>	United Nations Children’s Fund
<b>WHO</b>	World Health Organization
<b>WTO</b>	World Trade Organization

# FOREWORD

Decades of rapid economic growth, urbanization and globalization have led to tremendous changes in the food environment, especially in low- and middle-income countries. Processed foods with little nutritional value but high in fat, sugar and salt are now readily available and heavily marketed, especially to children. This unhealthy food environment negatively influences child dietary patterns, driving increases in childhood overweight and obesity in the Region.

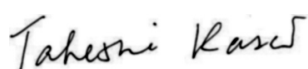
Member States expressed deep concern over the harmful impact of food marketing to children during the 2017 session of the World Health Organization (WHO) Regional Committee for the Western Pacific. They decided that action must be taken to foster healthy food environments for children, starting with addressing the harmful impact of widespread marketing of breast-milk substitutes and food high in saturated fats, trans-fatty acids, free sugars or salt. This commitment to the health of the Region's children carried through the Member State consultations to develop *For the Future: Towards the Healthiest and Safest Region* – the Region's vision for health and WHO's work in the coming years.

To help guide the actions on food marketing, the Regional Committee endorsed the *Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing in the Western Pacific* in October 2019. This Framework is the product of extensive consultations with Member States, key stakeholders and other experts, and reflects their valuable experiences and insights.

The Framework is comprised of four pillars for action – a policy framework, multisectoral and multi-stakeholder collaboration, advocacy and communication, and monitoring and evaluation – and 10 recommended actions. In this way, Member States can tailor actions to suit their needs and priorities.

Moving forward, we are committed to leverage all levels of WHO – from country and regional offices to headquarters – to support country-specific actions to improve the food environment for children through multisectoral and multi-stakeholder collaboration. Our goal of making the Western Pacific the world's healthiest and safest region starts with making children healthier and safer. Protecting them from the harmful impact of food marketing is an important step in that direction.

Thank you for helping us to reach this goal.



Takeshi Kasai, MD, Ph.D.  
Regional Director

## EXECUTIVE SUMMARY

Rapid economic growth, urbanization and globalization have changed the food system in the World Health Organization (WHO) Western Pacific Region, making inexpensive processed foods more available and accessible. Now more than ever, children are being exposed to potential harm from the marketing<sup>1</sup> of breast-milk substitutes (BMS) and food<sup>2</sup> high in saturated fats, trans-fatty acids, free sugars or salt.

Evidence shows that marketing of BMS<sup>3</sup> and food high in saturated fats, trans-fatty acids, free sugars or salt influences children's food preferences, requests and consumption, and is a major contributor to overweight and obesity, which is rising in the Region and affecting most Member States. There has been considerable progress in reducing childhood under-nutrition in the Region. Yet, there were still 2.6 million children under 5 years of age who were wasted and 7.7 million who were stunted in the Region in 2018. The proportion of exclusive breastfeeding in the Region remains low, at or below 30% over the past 10 years, with two out of three infants under 6 months of age not receiving the protective benefits of exclusive breastfeeding. Meanwhile, childhood obesity has increased significantly in the Region, affecting most Member States, to become a serious public health challenge in the 21st century. It is estimated that more than 7.2 million children aged under 5 years were overweight in 2018, and 84 million children aged 5–19 years were overweight or obese in 2016 – a 43% increase for children aged 5–19 years in just six years, ending in 2016.

Despite Member States' efforts, marketing of BMS, inappropriate promotion of foods for infants and young children, and marketing of food high in saturated fats, trans-fatty acids, free sugars or salt are widespread across the Western Pacific Region. Concerned with this situation and the rising threat of overweight and obesity, the WHO Regional

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_24715](https://www.yunbaogao.cn/report/index/report?reportId=5_24715)

