

GUIDANCE ON ENDING THE INAPPROPRIATE PROMOTION OF FOODS FOR INFANTS AND YOUNG CHILDREN

IMPLEMENTATION MANUAL





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Guidance on ending the inappropriate promotion of foods for infants and young children: implementation manual.

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FOREWORD

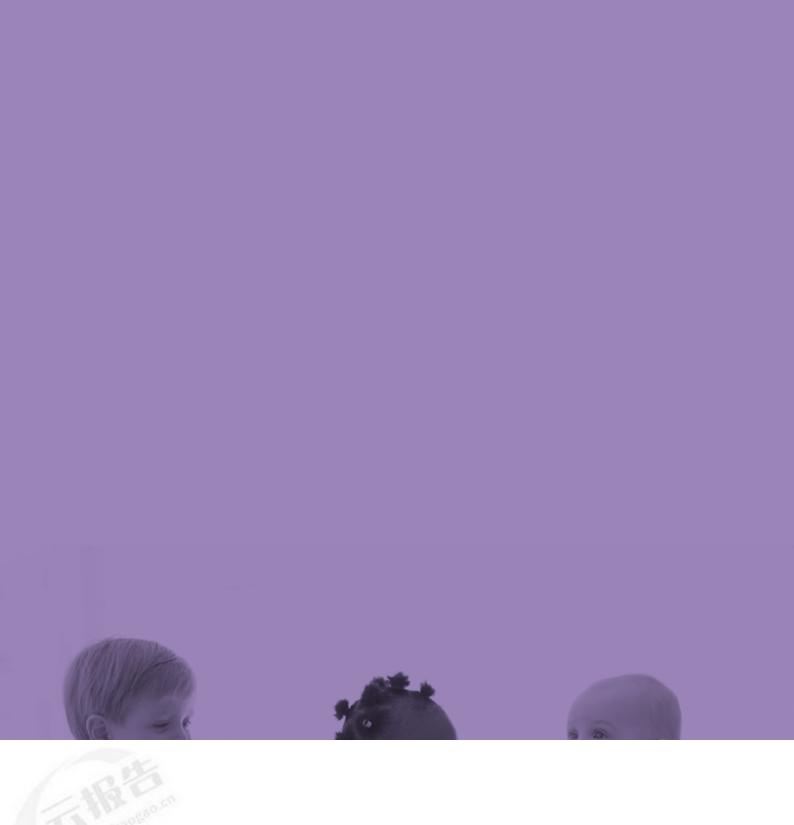
Appropriate feeding of infants and young children is central to early health, growth, and development. WHO recommends that infants should be exclusively breastfed for the first six months of life to achieve optimal growth, development and health. Thereafter, they should receive nutritionally adequate and safe complementary foods while breastfeeding continues for up to two years of age or beyond.

The first three years of life are a period of rapid growth and present a key window of opportunity to protect and promote good nutrition and healthy dietary patterns. Evidence also suggests that various aspects of early feeding patterns have the potential to impact on the development of obesity and other noncommunicable diseases. Appropriate complementary feeding practices may also have the potential to contribute to the UN global target for a 25% decrease in premature mortality from noncommunicable diseases by 2025. However, there is growing concern that promotion of breastmilk substitutes and some commercial foods for infants and young children has been undermining progress in optimal infant and young child feeding. This concern was recognized by the World Health Assembly (WHA) in 2010, when it urged all Member States "to end inappropriate promotion of food for infants and young children". And in 2012, the WHA requested that clarification and guidance on the inappropriate promotion of foods for infants and young children be developed. The present guidance was welcomed by the WHA in 2016, and WHO was requested to provide technical support to Member States in implementing the guidance recommendations (WHA 69.9; op. Paragraph 7(1)).11 As a first step in providing this technical support, this document aims to further articulate the rationale for each of the recommendations set forth in the guidance, and to describe possible actions to ensure effective national implementation of the recommendations.

Implementation of the guidance and its recommendations will further assist Member States in meeting their obligations under the Convention on the Rights of the Child and other relevant UN human rights instruments to respect, protect, and fulfill children's rights to health, and to nutritious foods, and women's rights to be protected from harmful interference by non-State actors, particularly the business sector, and to have skilled support to enable them to breastfeed.²

WHA69.9, 2017 http://apps.who.int/gb/ebwha/pdf_files/WHA69/A69_R9-en.pdf

² "New World Health Organisation guidance helps protect breastfeeding as a human right", NetCode, Journal of Maternal and Child Nutrition, 2017. Volume 13, Issue 4 October 2017. Laurence M. Grummer-Strawn, Elizabeth Zehner, Marcus Stahlhofer, Chessa Lutter, David Clark, Elisabeth Sterken, Susanna Harutyunyan, Elizabeth I. Ransom.



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