

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

## IMPLEMENTATION MANUAL





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

IMPLEMENTATION  
**MANUAL**



**World Health  
Organization**

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

ISBN 978-92-4-151347-0

© World Health Organization 2017

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.

**Suggested citation.** Guidance on ending the inappropriate promotion of foods for infants and young children: implementation manual. Geneva: World Health Organization; 2017. Licence: [CC BY-NC-SA 3.0 IGO](https://creativecommons.org/licenses/by-nc-sa/3.0/igo).

**Cataloguing-in-Publication (CIP) data.** CIP data are available at <http://apps.who.int/iris>.

**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>.

**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.

Editing by Karen McColl.

Cover design and layout: Alberto March (Barcelona, Spain).

Photo credit (front cover): © Monkey Business Images.

Printed in Switzerland.

# CONTENT

## FOREWORD

<b>I. INTRODUCTION TO THE GUIDANCE</b>	<b>1</b>
a. Why does the Guidance cover foods for children up to 36 months of age?	1
b. Why are we concerned with the promotion of foods for infants and young children?	1
c. What is meant by “inappropriate” promotion of foods for infants and young children?	2
d. What is the evidence that inappropriate promotion undermines optimal feeding practices for infants and young children?	2
e. Who should read and use this Guidance?	3
<b>II. SCOPE OF THE GUIDANCE</b>	<b>5</b>
a. What “foods” are covered by this Guidance?	5
b. What “foods” are not covered	5
<b>III. GUIDANCE RECOMMENDATIONS AND THEIR RATIONALE</b>	<b>7</b>
a. Optimal infant and young child feeding	7
b. Breast-milk substitutes	8
c. Adherence to established standards and guidelines	8
d. Messages for the promotion of foods for infants and young children	9
e. Avoidance of cross promotion	10
f. Avoidance of conflict of interest	11
g. Implementation of WHO recommendations on the marketing of foods and non-alcoholic beverages to children	13
<b>IV. IMPLEMENTATION OF THE GUIDANCE RECOMMENDATIONS</b>	<b>15</b>
a. Designating products and assessing promotion practices and analysing existing legal and regulatory frameworks	15
1. Identification of products to be designated	15
2. Situation analysis of current promotion of designated products	16
3. Situation analysis of current laws and regulations for ending inappropriate promotion of designated products (identification of gaps and barriers)	18
b. Generating and strengthening political commitment and public support	19
1. Identification and activation of national champions (political, legal and public)	19
2. Development of a public communications strategy for generating public awareness and support	19

3. Anticipating and countering opposition (e.g. industry, health professionals)	20
4. Securing sufficient and sustained financial resources for law and policy development, monitoring and enforcement	21
c. Establishing a Government-led coordination mechanism	22
1. Designation of lead agency	22
2. Establishment of inter-sectoral body	22
d. Strengthening legal, regulatory frameworks	23
1. Amendment of existing relevant laws and/or regulations	23
2. Formulation of new laws and/or regulations	23
3. Management of the legislative process	24
Identifying key sponsors	24
Advocating to legislators	24
Introduction of the law	25
Public hearings	25
Amendments	25
e. Establishing monitoring and enforcement processes and mechanisms	25
1. Identification of monitoring processes and procedures for monitoring	25
2. Development of remedial processes to correct violations	26
f. Ensuring periodic evaluation of effectiveness of legal and regulatory actions	27

## **ANNEXES** **29**

---

1. Guidance on ending inappropriate promotion of foods for infants and young children	29
2. Resolution WHA69.9 on ending inappropriate promotion of foods for infants and young children	33
3. Process for development of the Guidance on ending inappropriate promotion of foods for infants and young children	35
4. Summary of the evidence on inappropriate promotion of foods for infants and young children	37

# 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 breast-milk 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)).<sup>1</sup> 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.<sup>2</sup>

<sup>1</sup> WHA69.9, 2017 [http://apps.who.int/gb/ebwha/pdf\\_files/WHA69/A69\\_R9-en.pdf](http://apps.who.int/gb/ebwha/pdf_files/WHA69/A69_R9-en.pdf)

<sup>2</sup> “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.



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\\_26105](https://www.yunbaogao.cn/report/index/report?reportId=5_26105)

