



Statement to the 67th World Health Assembly: Agenda item 13.2 -Maternal, infant and young child nutrition (Document 67/15).

Thank you for this opportunity to address the Assembly. My name is Hannah Brinsden and I am here today representing the World Obesity Federation, formerly the International Obesity TaskForce, as well as a number of other non-governmental organisations interested in nutrition including World Cancer Research Fund International, UK Health Forum, World Action on Salt & Health, Consumers International, World Public Health Nutrition Association and Action on Sugar. I would like to make the following observations.

As a non-governmental organisation working on obesity, we welcome the attention being paid to maternal and infant nutrition and the recognition that adequate provision of nutrients in early life is crucial for preventing obesity and ensuring long-term health. We endorse the efforts being made to achieve the targets adopted by the Assembly in 2012, and offer our support in whatever assistance we can provide.

We strongly endorse the actions being taken by the WHO to address the marketing of complementary foods. This is a critical step to cover the gap between the *International Code of Marketing of Breastmilk Substitutes*, which aims to protect children in early infancy, and the WHO *Set of Recommendations on the marketing of foods to children*, which aims to protect older children when they are making their own food choices. Between these two stages we need a coherent policy to restrict the promotion of poor quality foods to parents and children at a highly vulnerable age.

We recognise and support efforts ahead of ICN2 to address the entire food supply chain. We believe that the current agriculture and food supply system inadequately addresses the nutritional needs of the population. If ICN2 can reassert the priority of human health in shaping our food supplies, we give it our wholehearted support.

Finally, we urge the Assembly to seek support from NGOs in the development of tools for the risk assessment and management of conflicts of interest. We ourselves are reviewing our own practices and recognise the importance of such tools in protecting our integrity and reputation when engaging with commercial actors.

Thank you.

