

**Statement to the 150th session of the Executive Board of the**  
**World Health Organization, 24 to 29 January, 2022**  
**on agenda items**

**17. Maternal, infant and young child nutrition**

*This statement is supported by the People's Health Movement.*

The Plan on Maternal, Infant and Young Child Nutrition is not meeting its targets. Promoting exclusive breastfeeding requires more comprehensive actions, since the majority of infants under six months in North America, Asia, and Africa are not exclusively breastfed. Such actions include labour laws like maternity leave that facilitate exclusive breastfeeding, national screening mechanisms to detect malnutrition in infants and breastfeeding women, and screening for anemia.

The WHO endorsed International Code of Marketing of Breast-milk Substitutes is commendable but weak domestic regulation of e-commerce industries in MS has caused the digital marketing of breast-milk substitutes to become pervasive in many countries. Digital marketing that violates the Code must be penalised.

For women's right to make informed decisions about infant feeding to be respected, health workers and women need sensitization regarding irrational recommendation and negative impacts of breast-milk substitutes.