

**G2H2 Policy Debate in support of the Digital Marketing Resolution**  
**Session organized by International Baby Food Action Network (IBFAN)**

# **RESOLUTION ON THE REGULATION OF DIGITAL MARKETING OF BREAST-MILK SUBSTITUTES**

**January 2025**



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# Brazilian team working on the resolution

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- General-Coordination of Child and Adolescent Health
- General-Coordination of Food and Nutrition
- Special Office for International Affairs
- Ministry of Foreign Affairs
- Permanent Mission of Brazil in Geneva



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# Breastfeeding protection

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- We have been implementing many actions to protect, promote and support breastfeeding since 1981.
- Brazil was one of the first countries to implement the provisions of the International Code, in 1988 as an initiative of the government with an important participation of civil society.

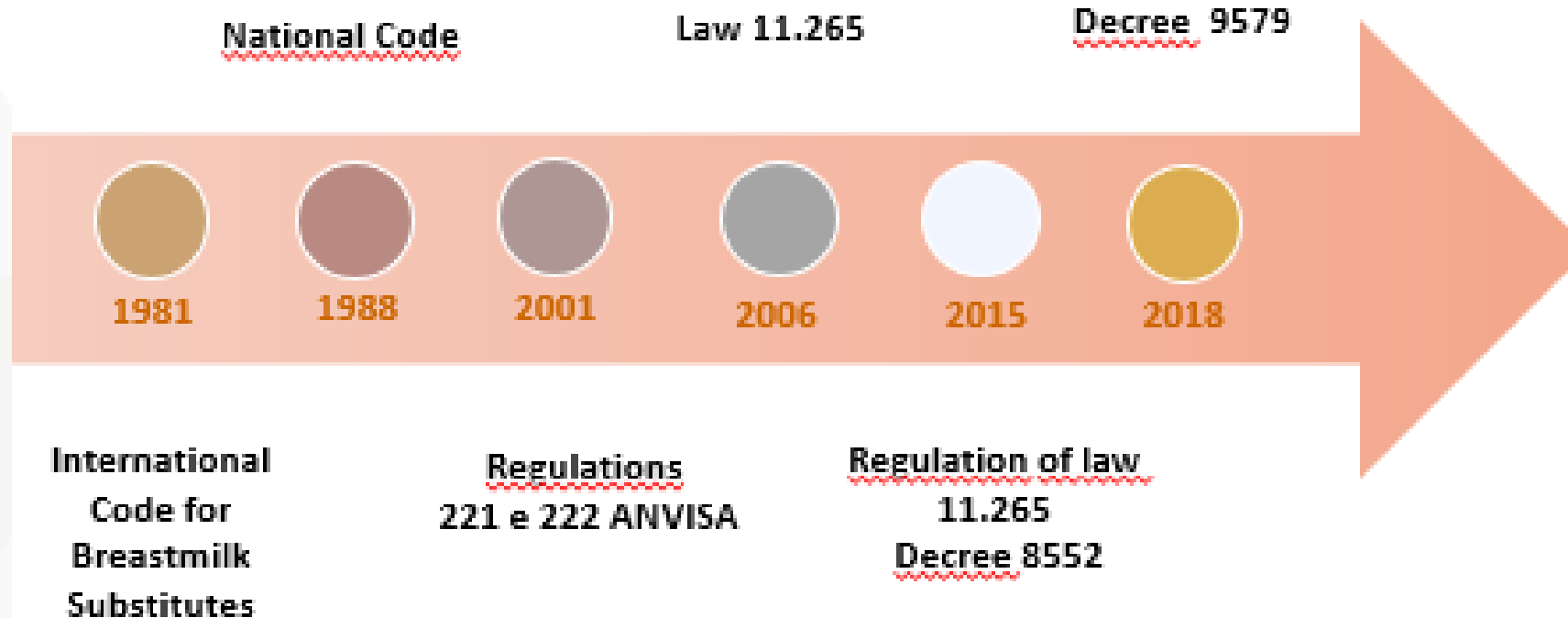


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# Timeline of Brazilian Code



# Breastfeeding protection

- Paid maternity leave of 4 months, that is extended for 6 months in public services and can be extended in companies that join the Citizen Company Program.
- The paternity leave increased from 5 to 20 days since 2016.
- We approved in 2021 a law to extend the maternity leave for mothers of preterm babies.



# Breastfeeding support

- 317 Baby-Friendly Hospitals



- 334 Breastfeeding Support Rooms certified by the Ministry of Health



- 234 Human Milk Banks and 249 Human Milk Collection Points



- 96,000 professionals from PHC trained to implement the Dietary Guidelines for Brazilian Children Under Two Years of Age, revised in 2019.



# Breastfeeding promotion

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Every year the Ministry of Health coordinates 2 national campaigns, for the Donation of Breast Milk, in May and The World Breastfeeding Week, in August.

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#DoeLeiteMaterno

Vida em cada gota recebida.

## doe leite materno

Qualquer quantidade importa.

1 pote pode alimentar até 10 recém-nascidos

Ligue 136 ou procure o Banco de Leite Humano mais próximo e informe-se sobre como doar.

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## Amamentação, apoie em todas as situações.

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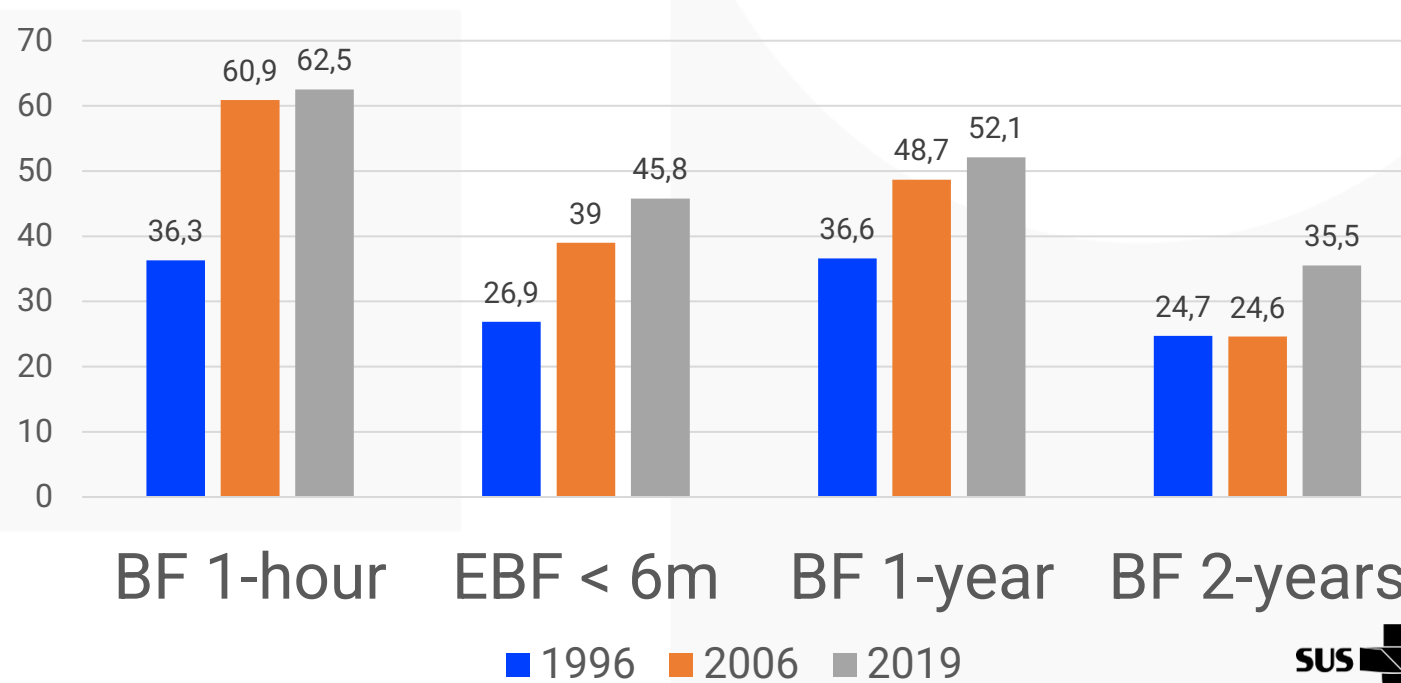


- Last year we launched the Brazilian National Program for the Promotion, Protection and Support of Breastfeeding.
- It was recreated the National Breastfeeding Committee.



# Situation of breastfeeding in Brasil

- Despite of our efforts and the increasing trend, in 2019 we had 62% of initiation of BF in the 1-hour, 46% of EBF < 6 months, 52% of BF at 1-year and 35% of BF at 2-years old.



# Impact of the digital marketing of breast-milk substitutes

- We know the impact of the promotion of breast-milk substitutes on breastfeeding practices and that digital marketing is becoming the dominant form of marketing, affecting parents and caregivers in every country of the world.
- In Brazil, we are detecting an increase in the promotion of breast-milk substitutes and foods for infants and young children on the internet and the use of digital influencers and social networks as promoters of breast-milk substitutes.

# Guidance on regulatory measures to restrict the digital marketing of breast milk substitutes

- Fortunately, in 2023, WHO prepared recommendations on the digital marketing of breast milk substitutes and this process resulted in the publication of the Guidance on regulatory measures to restrict the digital marketing of breast milk substitutes.



# The project of a resolution

- However, we consider extremely important to approve a resolution on the regulation of digital marketing of products within the scope of the Code, to guarantee the right of all children, building a favorable environment for this practice.
- In the 154th session of the WHO Executive Board, in January 2024, Brazil indicated its intention to present a resolution to support the Guidance.



# The project of a resolution

- During the 77th World Health Assembly, the Brazilian government led a joint statement on behalf of 27 countries. The statement expressed the intention to present a draft resolution on the topic in 2025.
- This intention was also presented during an open meeting conducted by WHO to clarify aspects about the Guidance in September 2024.



# Negotiation process

- To prepare the submission of the draft resolution, we conducted 3 rounds of informal consultations with member states, to collect suggestions for the text.
- Last week we had a bilateral meeting with Mexico - that is going to present the proposal with Brazil - to discuss the suggestions that were made.
- We also discussed the suggestions with the Ministry of Foreign Affairs and our Permanent Mission in Geneva, and a new version is being prepared, preserving alignment with the content of the Guidance.



# Next steps

\*This agenda is being organized with Mexico

- The 4th informal session with member states
- Informal session with the core group
- Bilateral consultations

# Countries supporting the resolution

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- At this moment we have 14 countries:
  - Brazil, Mexico, Armenia, Bangladesh, Chile, Colombia, El Salvador, Iraq, Norway, Panama, Peru, Slovakia, Sri-Lanka, Vanuatu
- We are working to get support from more countries



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- Thanks, the Secretariat of WHO for the support in this process!
- Thanks, Mexico for being with us!
- Thanks, Norway for the constructive contributions in the informal sessions!
- Thanks, IBFAN for your engagement!
- Thank you all!





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