



## **156<sup>th</sup> Session of Executive Board**

### **Agenda item 14 - Global Strategy for Women's Children's and Adolescents' Health**

#### **Statement by Sri Lanka**

Thank you Chair

Sri Lanka is pleased to cosponsor the resolution on regulating the digital marketing of breast milk substitutes and appreciates Brazil and Mexico for leading the process.

Breastfeeding and adequate and safe infant and young child feeding practices promote optimal health and development of a child. Sri Lanka is strongly committed to follow the international Code of Marketing of Breast milk Substitutes which was adopted in 1981.

The revised national nutrition policy of Sri Lanka highlights the need for strong legislation to control unethical marketing of food and beverages, emphasizing on mothers, infant and young children's nutrition. With the purpose of regulating the marketing of foods and nonalcoholic beverages to children, a nutrition profile has also been developed by Sri Lanka and new labeling and advertising regulations under the Food Act are implemented from January 2025 to safeguard children from unethical marketing.

Mr. Chair,

Promoting infant formula, products for young children, bottles and teats through digital marketing has become an emerging challenge worldwide. Increasing exposure of parents to these products and their misleading representation as a safe option equal to or better than breast milk, may affect infant and young child feeding practices.

In the wake of digital marketing, Sri Lanka stresses the importance of expanding the scope of the code of marketing of breast milk substitutes to meet the present concerns.

Sri Lanka joins with others and requests the Executive Board to endorse this important resolution by consensus, with the view to safeguarding infant and young children nutrition.

Thank you.