



Maternal, infant and young child nutrition

The Seventy-fifth World Health Assembly, having considered the consolidated report by the Director-General,¹

Decided to request the Director-General:

- (1) to develop guidance for Member States on regulatory measures aimed at restricting the digital marketing of breast-milk substitutes, so as to ensure that existing and new regulations designed to implement the International Code of Marketing Breast-milk Substitutes and subsequent relevant Health Assembly resolutions adequately address digital marketing practices;
- (2) to report on the performance of the task described in paragraph (1) to the Seventy-seventh World Health Assembly in 2024.

Eighth plenary meeting, 28 May 2022
A75/VR/8

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¹ A75/10 Rev.1.