



Global Congress on Implementation of the International Code of Marketing of Breast-milk Substitutes

Summary Report

June 20-22, 2023
World Health Organization Headquarters
Geneva, Switzerland



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The conceptualization of the Congress was assisted by an external planning committee. Members of the committee were Miski Abdi, Cristiano Boccolini, David Clark, Teesta Dey, Arun Gupta, Irma Hidayana, Lisa Mandell, Nomajoni Ntombela, Shelly Sundberg, Atul Upadhyay, and Elizabeth Zehner.

WHO and UNICEF regional and country offices played a key role in identifying delegates to attend the Congress and facilitating their travel arrangements.

The Congress could not have been possible without the stellar slate of speakers sharing their expertise in understanding and implementing the Code. The list of speakers is shown in Appendix B of the report. In addition, the facilitators of the multiple breakout sessions during the Congress enhanced the learning and application of key concepts leading to the concrete action plans going forward. The team of facilitators included Miski Abdi, Ayoub Al-Jawaldeh, Buthayna Al-Khatib, Mona Alsumaie, Maryse Arendt, Hana Bekele, Carmen Casanovas, Stanley Chitekwe, Patrick Codjia, Karan Courtney-Haag, Padmini Angela de Silva, Clare Farrand, Lisa Mandell, Audrey Morris, Vonetta Nurse, Laetitia Ouedraogo, Veronica Lorena Risso Patron, Marina Rea, Albert Herbert Mario Matt Aguilera Sachse, Fatmata Fatima Sesay, Mercedes Katherine Silva, Juliawati Untoro, and Paul Zambrano.

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Executive Summary

On June 20-22, 2023, the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) convened the first Global Congress on Implementation of the International Code of Marketing of Breast-milk Substitutes. Nearly 400 delegates from over 100 countries around the world gathered at the WHO Headquarters to strengthen the protection of breastfeeding through the Code.

The objectives of the Congress were:

- To increase knowledge and skills of national actors on strategies to end the unethical marketing of breast-milk substitutes, bottles, and teats.
- To develop national roadmaps/workplans to strengthen legislation, monitoring and enforcement of the International Code of Marketing of Breast-milk Substitutes.
- To build regional networks to share information and support of national action on the Code.

The Congress covered six key themes that are essential for effective Code implementation:

1. Building political will;
2. Identifying and managing industry interference;
3. Implementing the Code into national law;
4. Strengthening coordination and governance mechanisms in national laws;
5. Monitoring and enforcing Code laws;
6. Take action!

Key messages conveyed during the Congress included:

- Marketing of commercial milk formulas is pervasive, personalized, and powerfully effective.
- The formula industry uses the same strategies as employed by the pharmaceutical, alcohol, and tobacco industries.
- New modes of advertising and sophisticated marketing techniques amplify and exploit parents' concerns and vulnerabilities related to infant feeding.
- Rates of breastfeeding are highest in countries where laws are aligned with the Code.
- Implementation of the Code is a core obligation under the Convention on the Rights of the Child and other relevant UN human rights instruments.
- Countries must safeguard the policy process from industry interference.
- Effective Code legislation must be multi-sectoral, clearly delineate roles and responsibilities, and allocate adequate financing.
- Systematic imposition of punitive fines and penalties is necessary to deter Code violations.

At the end of the Congress, country delegations developed action plans for the next six months and two years. Each delegation chose one commitment to highlight in the plenary, documenting these on colourful speech bubbles in the plenary hall for all participants to read and discuss. The commitments covered actions on Code advocacy, legislation, monitoring systems, and effective enforcement.

Introduction

Recognizing the central role that breastfeeding plays in the health of mothers and babies and understanding the impacts of the aggressive and inappropriate marketing of breast-milk substitutes on breastfeeding mothers, the World Health Assembly (WHA) in 1981 adopted the International Code of Marketing of Breast-milk Substitutes. Forty years later, formula companies continue to violate the established principles and place commercial interests before infant and population health. Subsequent WHA resolutions have repeatedly called upon national governments to enact, monitor and enforce the provisions of the Code.

While a majority of countries have enacted at least some provisions of the Code in national laws and regulations, gaps and loopholes often remain in the legislation, allowing violations of the Code to persist. Most countries do not have active systems to monitor marketing practices and identify illegal activity and enforcement provisions are typically weak.

To assist countries in strengthening their efforts to fully implement the Code, the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) convened the first Global Congress on Implementation of the Code of Marketing of Breast-milk Substitutes on June 20-22, 2023. Delegates from over 100 countries around the world gathered at the WHO Headquarters to strengthen the protection of breastfeeding through the Code. The Congress covered six key themes that are essential for effective Code implementation:

1. Building political will;
2. Identifying and managing industry interference;
3. Implementing the Code into national law;
4. Strengthening coordination and governance mechanisms in national laws;
5. Monitoring and enforcing Code laws;
6. Take action!



The objectives of the Congress were:

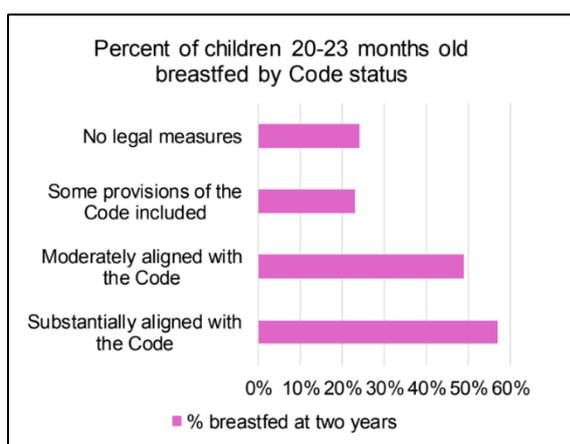
- To increase knowledge and skills of national actors on strategies to end the unethical marketing of breast-milk substitutes, bottles, and teats,
- To develop national roadmaps/workplans to strengthen legislation, monitoring and enforcement of the International Code of Marketing of Breast-milk Substitutes, and
- To build regional networks to share information and support of national action on the Code.

This report summarizes key activities and outcomes of the Congress and contains the following appendices:

- Appendix A: Congress agenda
- Appendix B: List of speakers and affiliations
- Appendix C: List of tools and resources developed for the Congress
- Appendix D: Evaluation results.

Opening Session

Moderators **Grainne Moloney and Dr Laurence M. Grummer-Strawn** opened the Congress with an overview of recent publications and events on the Code. Building on the 40th anniversary of the Code in 2021, they highlighted numerous research studies, joint reports, and social media communications that have renewed global interest in restricting the marketing of breastmilk substitutes (BMS). They shared a recent analysis documenting considerably higher rates of breastfeeding in countries where laws are substantially aligned with the Code compared to countries with weak or non-existent Code laws (see below). They also shared an overview of the agenda and objectives of Congress and encouraged participants posting on social media to use the hashtag #EndExploitativeMarketing.



Leaders of WHO, UNICEF, and OHCHR kicked off the Congress with opening remarks. During his [opening address](#), **dir. Tedros Adhanom Ghebreyesus, Director General of the WHO**, described significant progress on breastfeeding, with rates of exclusive breastfeeding now at the highest levels ever recorded. But more effort is needed to protect children from the unethical marketing of BMS. He described how marketing has changed in past forty years, with traditional ads being replaced by digital marketing strategies and new products competing with breastfeeding.



During a video address, **Karin Hulshof, Deputy Executive Director of Partnerships at UNICEF** highlighted the importance of breastfeeding in protecting babies from common infectious diseases, boosting the immune system, providing key nutrients, and reducing the risk of obesity and diabetes later in life. She stated that the Code is more relevant today than ever and demands collective action. She called upon countries to ensure that policy processes are free from conflicts of interest and to provide financial and human resources necessary to monitor and enforce the Code.



Dr Tlaleng Mofokeng, United Nations Special Rapporteur on the Right to Health framed the Code within the context of broader action required to reduce disparities in health access and quality among the most marginalized and the urgent need to create environments that support better health and well-being. Implementation of the Code is a core obligation under the Convention on the Rights of the Child and other relevant UN human rights instruments.

Theme 1: Building political will

Dr Cecilia Tomori discussed how breastfeeding is a dynamic, living system that relies on an interaction between the mother, the baby & the environment. As such, we cannot focus on breastmilk as a “product.” It cannot be replicated. She showed how the commercial milk formula (CMF) industry exploits parents’ uncertainty about normal infant behaviour and manipulates it to sell products. She highlighted how political, economic, and social structures can impact on breastfeeding behaviours and ultimately maternal and child health.



In her presentation, **Dr Clare Patton** framed breastfeeding within international human rights law and argued that when a CMF company violates the Code, they violate their responsibilities under the United Nations Guiding Principles (UNGP). Despite awareness of these responsibilities, CMF companies continue to violate the Code.



States have a legal duty to protect their citizens from unethical marketing of CMF.

Dr Sonia Hernández Cordero moderated a panel discussion with a group of mothers living in the Geneva area (**Catherine Watt, Sandrine Meier, Mira Ebner, Kirsty Skinner**). During this panel, mothers shared their experiences of predatory marketing of BMS, including provision of free samples and targeted digital ads on social media. Panellists called upon governments and health systems to implement policies that increase mothers’ access to skilled breastfeeding support that is free from commercial influence. The mothers were a powerful reminder of the direct impacts that implementation of the Code can have.



Dr Katie Pereira-Kotze shared insights from [Paper 2](#) of the 2023 *Lancet* Breastfeeding Series and from a recent multi-country study on [the scale and impact of BMS marketing](#). These

studies revealed BMS marketing to be pervasive, personalized, and powerfully

effective at undermining parents' confidence in breastfeeding. She described how marketing must be understood more broadly to include all activities that are designed to, or have the effect of, increasing recognition, appeal or consumption of particular products and services, and would include lobbying, sponsorship, and capture of science. She showed how a variety of new products other than traditional formula, including pregnancy milks, probiotics, pumps, and fortifiers are now being marketed in ways that challenge breastfeeding. She also shared recommendations for action, including reframing of breastfeeding as a collective societal responsibility and protecting the policy process from industry interference.

Dr Nina Chad shared key findings from a recent [study](#) commissioned by WHO on the scope and impact of digital BMS marketing.



She showed that 97% of the world's population now have access to mobile/cell networks and over half of total media advertising

budget is spent on digital marketing. New modes of advertising, such as through influencers and baby clubs, and using data-driven algorithms for targeting have transformed the nature of marketing. She described the increasingly sophisticated techniques that the industry uses to identify, amplify, and exploit mothers' concerns and vulnerabilities related to infant feeding, calling for new regulatory strategies.

Representatives of Timor-Leste and South Africa shared experiences of harnessing political will to adopt and implement strong national legislation on the Code.

Filipe da Costa and Natalia dos Reis de Araujo shared successful advocacy strategies in Timor-Leste that contributed to the country's recent adoption of national Code legislation, showing the importance of high-level support combined with persistence.



Rebone Ntsie shared how a diverse coalition of stakeholders successfully advocated for stronger Code legislation using evidence and compelling messages to inspire action. Key messages focused on the importance of breastfeeding for HIV-free survival, breastfeeding as a human right, strengthening of health systems, countering misleading marketing, and empowerment of communities and families.



Jeanette McCulloch shared lessons from effective advocacy strategies and initiatives that can be applied to the Code. Key points included the need to focus on specific, real-world actions, consider risks, costs and chances of success, and identify a network of allies. She noted that industry interference and recasting of messages is to be expected. She also pointed out that allies for effective Code advocacy do not have to agree with one another on every issue but should focus on the overall goal.



Theme 2: Identifying and managing industry interference

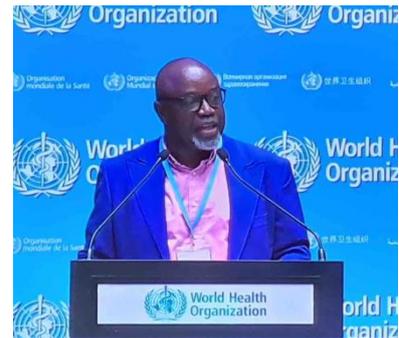
Dr Marion Nestle kicked off this session with a presentation that framed the marketing of BMS within the broader industry “playbook” employed by the food, pharmaceutical, alcohol, and tobacco industries (among others) and strategies for countering industry influence, including avoidance of public-private partnerships and protecting the policy-making process. She also published a [recap](#) of the Congress on her blog, *Food Politics*.



Dr Philip Baker shared evidence of the power and scope of industry lobbying on policymaking, using examples from the Philippines, South Africa, Thailand, and the United States, and strategies for safeguarding public health policies, including the formation of multi-sectoral breastfeeding coalitions that are free from commercial influence.

Country case studies provided Congress participants with concrete examples of industry interference and inspiration for coordinated responses from governments and

partners. **Honourable Aiah David Shek Kassegbama** shared how the industry tried to interfere with the passage of a stronger Code law in Sierra Leone. He described strategies that a multi-sectoral national Code



committee used to safeguard the policy process, including identifying and recognizing nutrition champions in government and building political will through targeted advocacy.

Dr Camila Maranhã Paes de Carvalho shared a history of the Code in Brazil. She gave examples of conflict of interest and described how the government responded to these. Brazil restricted the BMS industry from sponsoring academic conferences, research, and teaching of health worker professional associations.



Group work: Theme 2 – Identifying and managing industry interference

The objectives of the first breakout session of the Congress were to:

1. Sensitize participants to the pervasive nature of industry interference tactics in policy making and implementation;
2. Understand that protecting policy and government processes from industry interference is an essential first step to ensure that a strong Code law can be developed, introduced and implemented;

3. Learn about conflict-of-interest mechanisms that can be incorporated into national regulatory frameworks; and
4. Assess gaps and opportunities to strengthen national regulatory frameworks to protect against industry interference

To achieve these objectives, participants were presented with [scenarios](#) and asked what they could do to prevent industry interference, what mechanisms currently exist to prevent such interference, and what additional mechanisms are needed.



Theme 3: Implementing the Code into law

Kicking off the second day of the Congress, **Katherine Shats and David Clark** facilitated an interactive session which aimed to equip participants with a better understanding of the scope of the Code, how it has evolved over time through World Health Assembly



(WHA) resolutions, and special considerations for upholding the Code in emergencies. This session was interactive using a quiz, in which participants were asked to determine whether a statement related to the Code was true or false. While most participants were clear on the scope of the Code, fewer attendees understood the legal obligation that countries have to uphold the Code and how the Code relates to and is supported by other frameworks including the Convention on the Rights of the Child.



Given the proliferation of conflicts and natural disasters in recent years, protecting breastfeeding in the context of emergencies is increasingly important. During her remarks, **Fatmata Fatima Sesa** highlighted the need to control BMS donations, prevent the distribution of unsuitable products, and prevent companies from using emergencies as a chance to increase their market share or improve their public image.



During her presentation on the Code and international and national laws, **Kate**



Robertson shared how the Code fits into broader legal frameworks. These frameworks can be leveraged to advocate for stronger national legislation. She shared examples of relevant legal action on the Code by governments and industry.

In her presentation on **Elizabeth Zehner** shared a variety of resources that countries can use to better understand and implement the Code, including model Code laws, e-learning courses, Code status reports, and the NetCode toolkit. These resources are all accessible through the Global Breastfeeding Collective [toolkit](#).

What resources are available for understanding and implementing the Code?

- The Code and subsequent relevant WHA Resolutions
- Model Code laws
- Code eCourse
- FAQs documents and Information Notes
- NetCode Toolkit
- WHO/UNICEF/IBFAN Code Status Reports

[and many more useful resources!](#)

Group work: Theme 3 – Implementing the Code into law

During the breakout session for Theme 3, country delegations were asked to diagnose their national Code laws. The objectives of the session were:

1. For each country delegation to fully understand the gaps in their national legislation on the Code; and

2. For countries with no Code legislation, to better understand the Code in general.

For this exercise, each participant was provided with a [country report](#) summarizing their national Code legislation, based on the *Marketing of breast-milk substitutes: national implementation of the international code, status report 2022*. Using these worksheets, country delegations identified gaps in their national Code laws and had the opportunity to compare and discuss their country's legislation with others in the region.



Theme 4: Strengthening coordination and governance mechanisms of national laws

In recognition of the fact that inadequate coordination is a key barrier to effective Code implementation, the fourth theme of the Congress was focused on strengthening Code governance mechanisms in drafting and implementing national legislation. In the first presentation under this theme, **Dr Carlos Santos-Burgoa and Katherine Shats** shared common governance issues that need to be considered in drafting and amending Code laws, including designating the appropriate authority, taking into account the country's



institutional architecture and capacity, and allocating appropriate resources. They underscored the fact that many of the

reasons that laws are not effective could have been addressed from the beginning, during the conceptualization and drafting process.

During a panel discussion moderated by **Janneke Blomberg, Sonia Venacio (Brazil), Rebone Ntsie (South Africa), Shailendra Bir Karmacharya (Nepal), and Hannah Margaret Rabaja (Philippines)** shared experiences addressing governance issues in their respective national Code laws and improving their implementation. While the approaches were unique to each context and legislation, common success factors included:

- a multi-sectoral approach including key ministries and authorities beyond the health sector
- clear delineation of roles and responsibilities, and
- adequate financing.



Group work: Theme 4– Strengthening coordination and governance mechanisms of national laws

During this breakout session, country delegations participated in a [world café exercise](#) with the following objectives:

1. To sensitize participants on how considerations of authorities, institutional capacity, and governance are key in determining whether a Code law can be successfully implemented;
2. For participants to gain an understanding of the key public health

governance issues that need to be considered before a law is drafted or amended; and

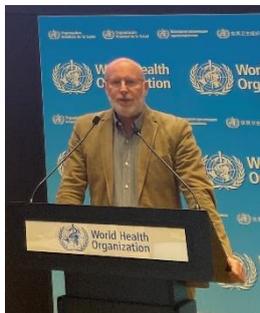
3. For participants to consider gaps and opportunities to strengthen governance mechanisms in their country laws.

During the exercise, participants moved across three subgroups that explored gaps and opportunities for strengthening 1) governance, 2) financing, and 3) legal mechanisms in national Code legislation and implementation

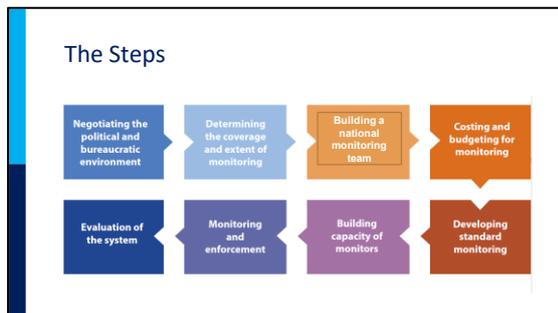


Theme 5: Monitoring and enforcing Code laws

The fifth theme of the Congress focused on recommendations, lessons learned, and best practices related to the monitoring and enforcement of national Code laws. During his presentation, **Marcus Stahlhofer** described the steps required to develop and implement



national Code monitoring and enforcement systems, from the first step of negotiating the political and bureaucratic environment to the final step of evaluating the system and making changes as needed. He also shared the NetCode online monitoring tool and results from an experiential monitoring exercise at the Congress, in which participants were asked to spot and report [mock Code “violations”](#) displayed around the Congress Code using the [NetCode monitoring form](#).



Civil society plays an integral role in Code monitoring and building political will for effective enforcement. In his presentation on grassroots Code monitoring, **Dr Arun Gupta** shared how independent monitoring by individuals and communities contributes to stronger Code implementation. He highlighted key achievements of the International Baby Food Action Network and national affiliates since its establishment in 1979.



During a panel on Code monitoring case studies, representatives from the Lao People’s Democratic Republic (PDR) and Brazil shared experiences developing, piloting, and scaling up national monitoring systems. During her



presentation, **Dr Khattaphone Phandouangsy (Lao PDR)** presented the process Laos has used to develop an online Code monitoring

system through multi-sectoral collaboration across ministries and with civil society and development partners. During his remarks, **His Excellency Dr Snong Thongsna (Lao PDR)** committed to



scaling up the monitoring system nationwide and to digital platforms by the end of 2023.

In her presentation, **Renata de Araujo Ferreira** shared how the Brazilian Health Regulatory Agency (ANVISA) monitors and regulates health products and services, including breast-milk substitutes and other products within the scope of Brazil’s national Code law. In 2022, to address compliance issues, ANVISA launched the EPINET system, which uses artificial intelligence (AI) to monitor Code violations on digital platforms. As of May 2023, the system had facilitated over 10,000 notifications / takedowns of violations.



To open the session on monitoring digital marketing of BMS, **Dr Nina Chad** shared some of the challenges associated with monitoring violations online, including the fact that many advertisements are ephemeral, difficult to recognize as promotions, and visible only to certain users. She then shared options for digital monitoring, including:

- periodic sampling of screenshots on cell phones
- public reporting portal to report promotions seen
- requirements for digital platforms to filter content
- social media intelligence monitoring systems

- purchases of commercial market reports

artificial intelligence (AI) tools to analyse online content.

With one of the highest rates of social media usage in the world, Viet Nam is committed to strong regulation of the marketing of unhealthy food and products, including breastmilk substitutes. During her presentation, **Dr Nguyen Mai Huong (Viet Nam)** shared the legal framework that underpins the country’s efforts to regulate digital marketing, most recently through the use of AI.



Building on Dr Mai Huong’s presentation, **Constance Ching (Malaysia)** shared the Virtual Violations Detector (VIVID) tool, which uses human and supervised AI to monitor the marketing of BMS and other products under the scope of the Code. The tool, which was piloted in Viet Nam, can be adapted to national context and legislation, and is currently available in eight English-speaking countries. She emphasized the importance of capacity building and support for human monitors, who supervise and validate violations captured with the VIVID tool.

The screenshot shows the VIVID tool interface with the following content:

- How does it work?**
- Snapshots of Development and Human Training Process**
- "WHAT, HOW, WHERE"**
- 1. WHAT: Image and Text Recognition**

Identify products (scope):

- breastmilk substitutes (up to 36 months / infant formula, follow-up formula, and growing-up milk)
- bottles and teats
- food for infants and young children
- commercial milk formula for pregnant and lactating women

A Similac product can is shown on the right. At the bottom, it states: ***VIVID Viet Nam is based on national law and built in national language**



Shifting from monitoring to enforcing the Code, **David Clark** gave a presentation on key considerations and success factors for effective Code enforcement. He reminded participants that many of the reasons national Code laws are not effectively enforced could



have been addressed from the beginning, by specifying monitoring and enforcement authority, power, and duties into the legal framework. He also underscored the importance of financing to cover enforcement activities. He emphasized that the systematic imposition of punitive fines and penalties is necessary to serve as a deterrent to multinational BMS companies violating the Code.

During a panel of country case studies, representatives from Cambodia and Kenya shared experiences, approaches, and lessons learned on Code enforcement. During his presentation,

Hou Kroeun explained how Cambodia piloted and scaled up monitoring checklists that are routinely used by



monitors from the Ministries of Commerce and Health. He gave examples of how the Royal Government of Cambodia has penalized Code violators. He also updated participants on new legislation that will expand the scope of the Code in Cambodia to cover products for children up to three years of age, in line with WHA guidance.

During her presentation, Veronica Kirogo shared Kenya’s experience strengthening its national Code law to become “substantially aligned” with the international Code through



passage of the BMS (General) Regulations in 2021. The new regulations included stronger monitoring

and enforcement mechanisms and provisions on labelling. She shared lessons learned including the importance of collaboration across different enforcement agencies, the need for financing to make enforcement

viable long-term, and the value of engaging with the media as a strategy for advocacy and dissemination of new regulations.

Group work: Theme 5– Monitoring and enforcing Code laws

During this breakout session, participants were presented with a [scenario](#) of a multi-faceted marketing campaign for a BMS



product, and asked about which aspects of the campaign would be covered under their national Code laws. Participants reflected upon:

- Who in their country is responsible or empowered to detect and report violations that occur in the media, on-line, in the health care system, in retail outlets, on labels, or in meeting sponsorship;
- What bodies or organizations could be called upon to assist in monitoring;
- Who violations should be reported to;
- Who judges whether an activity violates the law; and
- What sanctions are currently available under the law.

Theme 6: Take action!

In the closing session, participants learned about the support that civil society organizations and UN agencies can provide to countries as they seek to strengthen Code legislation, implementation, and enforcement. The purpose of this session was to raise awareness of the types of technical assistance that governments can access as they seek to better protect breastfeeding.



In **Dr Paul Zambrano (Philippines)** shared how Alive & Thrive has applied its proven advocacy approach--

involving establishing and sustaining partnerships, developing the evidence base along with compelling messages and materials, and building consensus-- to the Code in a variety of contexts.

Kudakwashe Zombe (Zimbabwe) reflected on the various roles that civil society can play in achieving stronger Code implementation, from trainers to whistle-blowers to researchers, and provided specific examples from Zimbabwe.



In her presentation **Dr Laetitia Ouedraogo Nikiema** explained the numerous ways in which UN agencies can support the Code, including through provision of technical



assistance, advocacy, policy development and drafting legal frameworks, capacity building, development of

accountability and enforcement mechanisms, and facilitating knowledge exchange and partnerships.

Country commitments

Also, in the closing session, country delegations developed action plans for the next six months and two years. They agreed upon key milestones needed to achieve the goal, persons responsible, and shared contact information of focal points to ensure accountability. The plans included individual goals for the delegates attending. These were recorded in a database for WHO and UNICEF regional offices to follow up with countries on actions taken against their plans.

Each delegation chose one commitment to highlight in the plenary. These were documented on colourful speech bubbles in the plenary hall for all participants to read and discuss. In all, there were nearly 100 commitments of actions to be taken when they returned to their communities to help achieve full implementation of the Code. These commitments fell into four categories:

advocacy, legislation, monitoring systems, and effective enforcement.



In her closing remarks, **Dr Li Ailan, Assistant Director General for Universal Health Coverage and Healthier Populations, WHO,**



congratulated participants for their efforts during the Congress and encouraged them to follow through on their country action

plans to better protect breastfeeding from commercial influence and create a healthier, more sustainable future for all.

Appendix A: Congress Agenda

Global Congress on Implementation of the Code of Marketing of Breast-milk Substitutes

June 20 – 22, 2023

World Health Organization: 20 Avenue Appia; CH-1211; Geneva 27; Switzerland

Day	Time	Activity
Mon 19 June	16:00 – 18:00	Check in / Registration / Welcome reception

Day	Time	Activity	
Tue 20 June	7:00 – 9:00	Check in	
	9:00 – 9:25	Opening	
	9:00 – 9:10	Opening by moderators	Grainne Moloney (UNICEF) and Laurence Grummer-Strawn (WHO)
	9:10 – 9:20	Opening address	Tedros Ghebreyesus (WHO DG)
	9:20 – 9:22	Opening remarks (video)	Karin Hulshof (UNICEF)
	9:25 – 10:20	Theme 1: Building political will	Main auditorium
	9:30 – 9:45	Breastfeeding so critically important but constantly challenged	Cecilia Tomori (US)
	10:00 – 10:20	Panel: Pregnant women and mothers experiences about BMS marketing	Organizer: Catherine Watt (Switzerland) Moderator: Sonia Hernandez-Cordero (Mexico)
	10:20 – 10:50	Coffee Break	
	10:50 – 12:00	Theme 1: Building political will (cont.).	
	10:50 – 11:15	BMS Marketing Playbook	Katie Pereira-Kotze (UK/South Africa)
11:15 – 11:25	Digital Marketing	Nina Chad (WHO)	

	11:25 – 11:35	Country example – Timor Leste	Mr. Filipe da Costa / Dr Natalia dos Reis de Araujo
	11:36 – 11:48	Country example – South Africa	Rebone Ntsie
	11:49 – 12:00	Advocacy communications and tools available	Jeanette McCulloch (UNICEF)
	12:00 – 13:30	Lunch	
	13:30 – 15:00	Theme 2: Identifying and managing industry interference	
	13:32 – 13:50		Marion Nestle (USA)
	13:50 – 14:05	Political interference by the baby food industry and what we can do about it	Phil Baker (Australia)
	14:05 – 14:25	Sierra Leone experience	Honourable Member of Parliament for Sierra Leone, David Shek Kassegbama
	14:25 – 14:40	Brazilian experience	Camila Maranhã Paes de Carvalho (Brazil)
	14:40 – 15:00	Q&A with all speakers	Moderated by Grainne Moloney
	15:00 – 15:30	Coffee Break	
	15:30 – 17:30	Group work theme 2: Identifying and managing industry interference	

Day	Time	Activity	
Wed 21 June	9:00 – 10:35	Theme 3: Implementing the Code into law	
	9:00 – 10:00	Understanding the Code, including audience interaction and Q&A	Katherine Shats (UNICEF) and David Clark (USA)
	10:05 – 10:30	Linkages to other laws and international standards	Kate Robertson (WHO)
	10:30 – 10:35	Tools for better understanding the Code (model laws, clarifying documents)	Elizabeth Zehner (USA)
	10:35 – 11:00	Coffee Break	
	11:00 – 12:00	Group work theme 3: Diagnosing national Code laws	

12:00 – 13:30	Lunch	
13:30 – 15:00	Theme 4: Strengthening coordination and governance mechanisms in national laws	
13:30 – 14:20	Addressing the root causes of poorly implemented Code legislation	Carlos Santos-Burgoa (USA) and Katherine Shats (UNICEF)
14:20 – 14:45	Country panel	Brazil – Sonia Venancio, Coordinator of Maternal and Child Health, Ministry of Health, Brazil
		Nepal – Shailendra Bir Karmacharya, Senior Consultant Paediatrician, Paropakar Maternity and Women's Hospital, Nepal
		South Africa – Rebone Ntsie, Director of Nutrition, National Department of Health, South Africa
		Philippines – Ms. Hannah Margaret Rabaja, Food and Drug Regulation Officer of Food and Drug Administration
		Moderator: Janneke Blomberg (UNICEF)
14:45 – 15:00	Q&A with all speakers and panellists	
15:00 – 15:30	Coffee Break	
15:30 – 17:00	Group work theme 4: Addressing gaps and opportunities to strengthen governance mechanisms	
17:00 – 18:30	Social hour / reception	

Day	Time	Activity	
Thu 22 June	8:30 – 10:45	Theme 5: Monitoring and enforcing Code laws	
	8:30 – 8:40	Recap of relevant issues discussed on Day 1 and introduction to Theme 5	Moderators
	8:40 – 8:53	Establishing formal monitoring systems: The NetCode Ongoing Monitoring Protocol	Marcus Stahlhofer (WHO)
	8:53 – 9:03	Grassroots monitoring	Arun Gupta (India)
	9:05 – 9:30	Country examples on monitoring – Laos and Brazil	Dr Khatthanaphone Phandouangsy & His Excellency Dr Sanong Thongsana (Laos)
	9:30 – 10:00	Options for monitoring digital marketing	Dr Renata de Araujo Ferreira (Brazil) Moderator: Nina Chad Panellists: Constance Ching (Malaysia) Ms Nguyen Mai Huong (Viet Nam)
	10:00 – 10:15	Considerations for ensuring effective legal enforcement	David Clark (USA)
	10:15 – 10:45	Country examples on enforcement – Cambodia and Kenya	Hou Kroeun (Cambodia) Veronica Kirogo (Kenya)
	10:45 – 11:15	Coffee break	
	11:15 – 12:30	Group work theme 5: Strengthening national monitoring and enforcement plans	
	12:30 – 13:45	Lunch	
	13:45 – 15:30	Group work theme 6: Making concrete action plans	
	15:30 – 16:00	Coffee Break	
	16:00 – 17:15	Theme 6: Take action!	
16:05 – 16:12	The role of civil society – experiences from Alive & Thrive	Paul Zambrano (A&T)	
16:13 – 16:20	The role of civil society – SUN CSA Zimbabwe	Kudakwashe Zombe (Zimbabwe Civil Society Alliance)	

	16:21 – 16:30	Support from UN organizations	Laetitia Ouedraogo (WHO)
	16:30 – 17:30	Acknowledgement of commitments	Moderators
	17:30 – 18:00	Closing	
	17:35 – 17:45	Closing remarks	Dr Ailan Li (WHO)
	17:45 – 18:00	Closure by moderators	Grainne Moloney (UNICEF) and Laurence Grummer-Strawn (WHO)

Appendix B – Congress Speakers

Name	Title	Affiliation
Tedros Adhanom Ghebreyesus	Director General	WHO
Tlaleng Mofokeng	Special Rapporteur on the Right to Health	United Nations
Cecilia Tomori	Associate Professor, Director of Global Health and Community Health	Johns Hopkins School of Nursing
Clare Patton	Lecturer	School of Law, University of Leeds
Katie Pereira-Kotze	Consultant	First Steps Nutrition Trust
Sonia Hernández Cordero	Professor	Universidad Iberoamericana, Ciudad de Mexico
Nina Chad	Consultant	Department of Food and Nutrition, WHO
Jeanette McCulloch	Communications and Advocacy Specialist	UNICEF
Filipe da Costa	Executive Director of the Unit with a Mission to Combat Stunting	Prime Minister's Office of Timor-Leste
Natalia dos Reis de Araujo	National Director of Nutrition	Ministry of Health, Timor-Leste
Rebone Tsie	Director of Nutrition	National Department of Health, South Africa
Marion Nestle	Paulette Goddard Professor of Nutrition, Food Studies	New York University
Phil Baker	ARC Future Fellow	Institute for Physical Activity and Nutrition, Deakin University
Honourable Aiah David Shek Kassegbama	Parliamentarian	Parliament of Sierra Leone
Camila Maranhã Paes de Carvalho	Adjunct Professor	Fluminense Federal University

Katherine Shats	Legal Specialist- Nutrition	UNICEF
David Clark	Legal Consultant	UNICEF
Fatmata Fatima Sesay	Nutrition Specialist	UNICEF
Kate Robertson	Technical Officer (Legal)	Public Health Law and Policies, WHO
Elizabeth Zehner	Director	ARCH Project, Helen Keller International
Carlos Santos-Burgoa	Professor, Global Health Policy	The George Washington University
Janneke Blomberg	Nutrition Manager	UNICEF Laos
Sonia Venacio	Coordinator of Maternal and Child Health	Ministry of Health, Brazil
Shailendra Bir Karmacharya	Senior Consultant Paediatrician	Paropakar Maternity and Women's Hospital, Nepal
Hannah Margaret Rabaja	Food and Drug Regulation Officer	Food and Drug Administration, Philippines
Marcus Stahlhofer	Consultant	Human Rights & Law, Department of Maternal, Newborn, Child and Adolescent Health and Ageing, WHO
Arun Gupta	Coordinator	Breastfeeding Promotion Network of India
Khattanaphone Phandouangsy	Deputy Director General	Department of Hygiene and Health Promotion, Ministry of Health, Lao PDR
Snong Thongsna	Vice Minister of Health	Ministry of Health, Lao PDR
Renata de Araujo Ferreira	Specialist	Brazilian Health Regulatory Agency
Constance Ching	Consultant	Alive & Thrive East Asia Pacific
Nguyen Mai Hong	Department of Maternal and Child Health	Ministry of Health, Viet Nam

Hou Kroeun	Country Director	Helen Keller International Cambodia
Veronica Kirogo	Director of Nutrition and Dietetic Services	Ministry of Health, Kenya
Paul Zambrano	Associate Director	Alive & Thrive East Asia Pacific
Kudakwashe Zombe	National Coordinator	Zimbabwe Civil Society Organisations Scaling Up Nutrition Alliance
Laetitia Ouedraogo	Regional Advisor	Nutrition and Food Safety, WHO Regional Office for Africa
Ailan Li	Director General for Universal Health Coverage and Healthier Populations	WHO

Appendix C - Resources

The follow resources from the Congress are accessible online at: <https://www.who.int/news-room/events/detail/2023/06/20/default-calendar/global-congress-on-implementation-of-the-international-code-of-marketing-of-breast-milk-substitutes>

1. Recap videos for each day of the Congress
2. Presenter slides
3. The summary worksheet used by country delegations to capture key opportunities for action as identified throughout the Congress
4. Group work facilitator guide
5. Universal monitoring and reporting form to report Code violations
6. Fake marketing materials used to demonstrate the use of online monitoring tools

Appendix D – Evaluation

The Code Congress planning committee, convened by WHO and UNICEF, met monthly prior to the Congress to develop themes, refine objectives, and design the event agenda. In addition to achieving the three objectives of the Congress, the Committee set ambitious goals for the event, including: a rich diversity of speakers in terms of gender, age, background, and lived experience; diversity of country examples; presentations in multiple languages to reinforce the global nature of the Congress; new and different presenters; sharing the latest research and data, as well as turnkey tools that country delegates could immediately use to create the change they wanted to see in their countries.

Results from a review of Congress participants and speakers as well as from an [online evaluation](#) suggest that the objectives of the Congress were largely achieved. Nearly 70% of respondents (N=35) found the Congress to be “very effective” at meeting the objectives of the event; while nearly 50% and 60% reported that the Congress was “very effective” at supporting delegates to develop national roadmaps and build regional networks, respectively. In terms of their experience with the organization and logistical arrangement of the event, more than 70% of respondents felt that information about the event was very clearly communicated and more than 65% said they faced no technical or other issues that negatively impacted their participation. Working through WHO, UNICEF and civil society partners, more than 1,000 people were carefully identified and invited to attend the Congress. Through a rigorous screening process, about half a dozen individuals who

expressed interest to attend were flagged as having a conflict of interest and therefore turned away. The table below provides a snapshot of Congress attendance and the diversity of countries and stakeholders involved. 25 of the 38 Congress presenters and panellists were women and more than 40% represented low-income or lower-middle income countries and 20% were from upper-middle-income countries.

The Code Congress in numbers

- 375 individuals vetted and approved through WHO’s Indico system
- 112 countries represented
- 175 Member State representatives
- 24 academics
- 38 presenters: 25 women, 16 from LMICs

