

Maternal, infant and young child nutrition

Comprehensive implementation plan on maternal, infant and young child nutrition:
biennial report

Department of Nutrition and Food Safety

November 22nd 2023

The 2025 Global Nutrition Targets



40% reduction in the number of children under-5 who are stunted



50% reduction of anaemia in women of reproductive age



30% reduction of low birthweight



No increase in childhood overweight



Increase the rate of exclusive breastfeeding in the first 6 months up to at least 50%



Reduce and maintain childhood wasting to less than 5%

2025 Global Nutrition Targets

In 2012, Member States endorsed **65th World Health Assembly (WHA) Resolution 65.6 Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition**

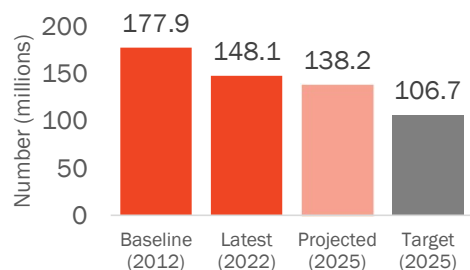


Four of these targets (stunting, anaemia, overweight and wasting) are embedded into the Sustainable Development Goals to track progress of Target 2.2

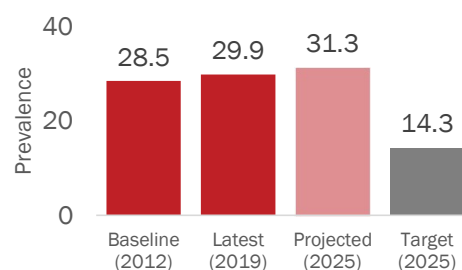
Progress towards the 2025 targets



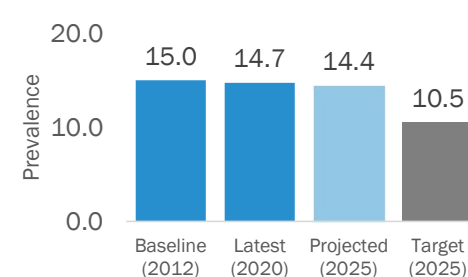
40% reduction in the number of children under-5 who are stunted



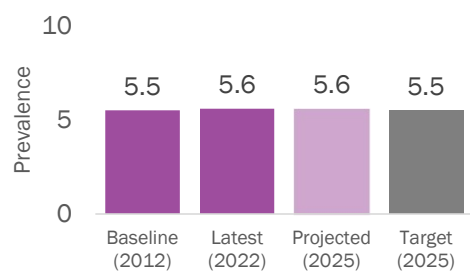
50% reduction of anaemia in women of reproductive age



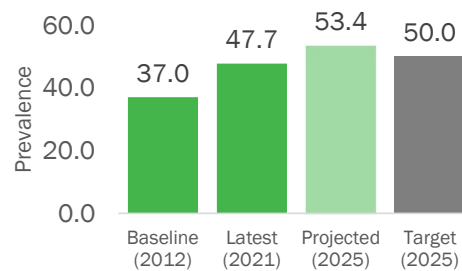
30% reduction of low birthweight



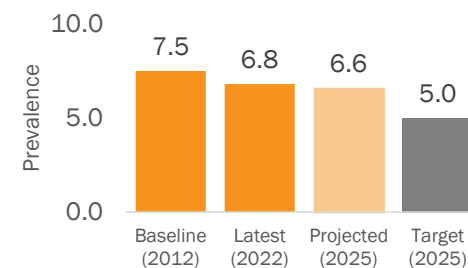
No increase in childhood overweight



Increase the rate of exclusive breastfeeding in the first 6 months up to at least 50%



Reduce and maintain childhood wasting to less than 5%



Sources: Stunting, Wasting, Overweight - United Nations Children's Fund (UNICEF), World Health Organization (WHO), International Bank for Reconstruction and Development/The World Bank. Levels and trends in child malnutrition: UNICEF / WHO / World Bank Group Joint Child Malnutrition Estimates: Key findings of the 2023 edition. New York: UNICEF and WHO; 2023. CC BY-NC-SA 3.0 IGO Anaemia - WHO. 2021. Global anaemia estimates, edition 2021. In: WHO | Global Health Observatory (GHO) data repository. [Cited 20 April 2023]. www.who.int/data/gho/data/themes/topics/anaemia_in_women_and_children Low Birthweight - UNICEF & WHO. 2023. Low birthweight joint estimates 2023 edition. [Cited 12 July 2023]. <https://data.unicef.org/topic/nutrition/low-birthweight/> www.who.int/teams/nutrition-and-food-safety/monitoring-nutritional-status-and-food-safety-and-events/joint-low-birthweightestimates Exclusive Breastfeeding - United Nations Children's Fund, Division of Data, Analysis, Planning and Monitoring (2022). Global UNICEF Global Databases: Infant and Young Child Feeding: Exclusive breastfeeding. New York, October 2022. Projections and Targets - WHO. Global Nutrition Targets Tracking Tool. Retrieved from World Health Organization: <https://www.who.int/data/nutrition/tracking-tool> (accessed 2023, October 10).

Extension of 2025 targets to 2030

In 2018, WHO and UNICEF published a discussion paper providing a scenario of the levels the targets could be set for 2030.



40% reduction in the number of children under-5 who are stunted

Potential 2030 target
→ 50% reduction



50% reduction of anaemia in women of reproductive age

→ 50% reduction



30% reduction in low birthweight

→ 30% reduction



No increase in childhood overweight

→ Reduce to less than 5%



Increase the rate of exclusive breastfeeding in the first 6 months up to **at least 50%**

→ at least 70%



Reduce and maintain childhood wasting to **less than 5%**

→ less than 3%

Extension of 2025 targets to 2030 – Next steps

WHO developing a discussion paper to update the analysis in 2018 and to consider potential process targets to drive concrete action towards the targets.

Example process indicators



Stunting

Minimum dietary diversity



Anaemia

Iron-containing supplements, flour fortification



Low birthweight

Antenatal care, minimum dietary diversity for women



Childhood overweight

Sugar-sweetened beverages, free sugars



Exclusive breastfeeding

Counselling, early initiation, observation at birth



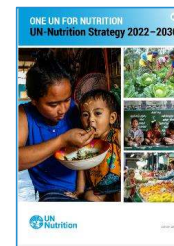
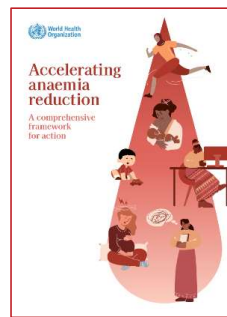
Childhood wasting

Minimum meal frequency, treatment of severe wasting

Progress on the five actions of the Comprehensive implementation plan on maternal, infant and young child nutrition

1. Create a supportive environment for the implementation of comprehensive food and nutrition policies

- Elevation of the public discourse on nutrition and food systems



2. Include all required effective health interventions with an impact on nutrition in national nutrition plans



- Essential health services: signs of service recovery after COVID-19 pandemic
- Global Action Plan for Child Wasting: costed roadmaps, monitoring framework, new guidelines on wasting, integration of obesity prevention and management in primary health care

Progress on the five actions of the Comprehensive implementation plan on maternal, infant and young child nutrition

3. Stimulate development policies and programmes outside the health sector that recognize and include nutrition

- UN Food Systems Summit +2 Stocktaking Moment
- Initiative on Climate Action and Nutrition (I-CAN)
- Healthier food and food environments at sports events



4. Provide sufficient human and financial resources for the implementation of nutrition interventions

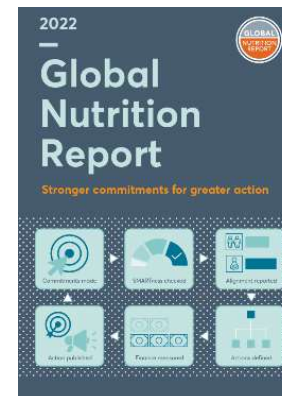


- 10.8 billion US\$ extra resources needed to attain 4 of the 6 global nutrition targets; extra 3.8 billion US\$ needed to counter COVID-19 impact
- Halt of Overseas Development Assistance for nutrition in 2018 and 2019
- Investments in food systems transformation
- Peer-to-peer learning on breastfeeding, public food procurement, COI

Progress on the five actions of the Comprehensive implementation plan on maternal, infant and young child nutrition

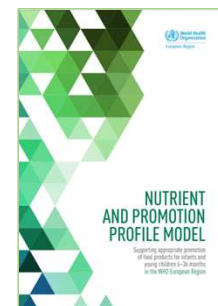
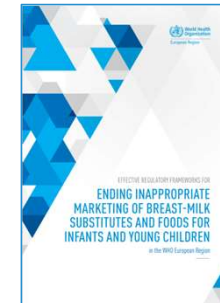
5. Monitor and evaluate the implementation of policies and programmes

- WHO-UNICEF Technical Expert Group on Nutrition Monitoring
- Healthy Diets Monitoring Initiative (FAO, UNICEF, WHO) established
- 2022 Global Nutrition Report
- SOFI 2022 and SOFI 2023
- Support to national nutrition information systems in 14 countries (WHO, UNICEF, European Commission)



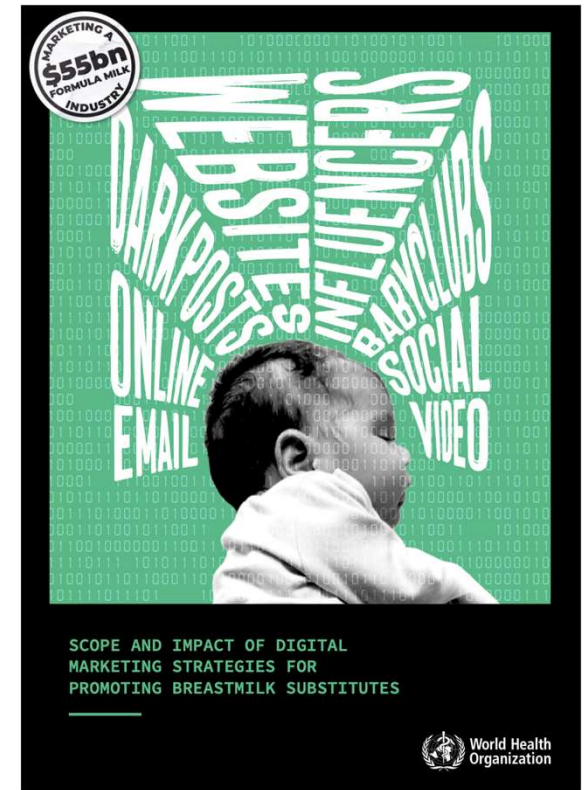
Progress on the Code of marketing of breast-milk substitutes and inappropriate promotion of foods for infants and young children

- 144 Members States have adopted legal measures on the Code
 - Only 32 are substantially aligned with the Code.
- Global Congress on the Code in June 2023.
 - Delegations from 120 countries
- Online training course
- Policy brief with step-by-step guidance and “model law”
- Clarification on sponsorship of professional meetings
- Codex standard on follow-up formulas
- Nutrient & Promotion Profile Model (NPPM) for complementary foods
- Global Breastfeeding Scorecard



Guidance on regulating digital marketing BMS

- WHA73(26): Prepare comprehensive report
- Scope and impact of digital marketing strategies for the promotion of breast-milk substitutes
 - Digital marketing dominant in many countries
 - Effectively increases BMS sales
 - Highly targeted with personal data and algorithms
 - Often not recognizable as advertising
 - May be below radar of regulators
- WHA75(21): Develop guidance

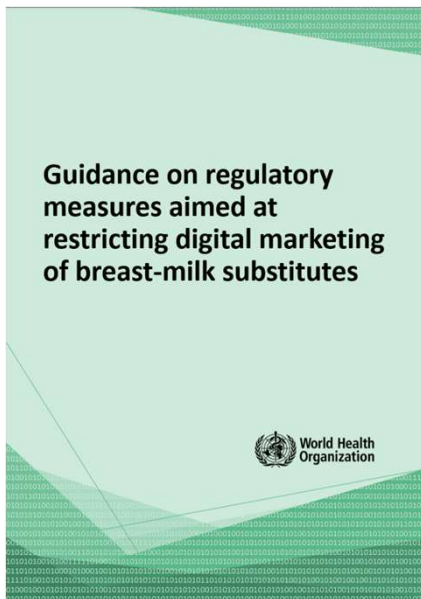


Guidance on regulating digital marketing BMS

- Interdepartmental
 - Depts of Nutrition & Food Safety, Maternal & Child Health, and Public Health Law Unit
- Technical advisory group
 - Geographically diverse
 - Expertise in consumer protection, digital marketing, consumer psychology, multi-lateral trade, ethics, & Code implementation
- Review of evidence and previous WHO documents
- Commissioned analysis of legal considerations
- Public consultation
 - 65 responses
- Legal review



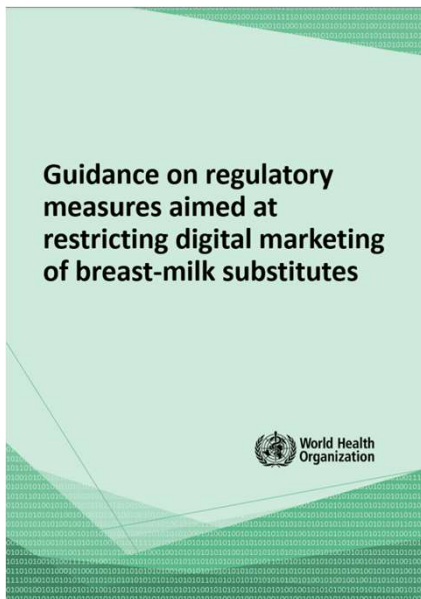
Guidance on regulating digital marketing BMS



<https://www.who.int/publications/i/item/9789240084490>.

- Types of marketing made possible through technology
 - social media marketing
 - content streaming
 - video-sharing
 - games
 - websites
 - display advertisements
 - banner advertisements
 - pop-up advertisements
 - search engine advertising
 - dark posts
 - email marketing
 - online social support
 - promotions in health websites
 - smartphone apps
 - like, share, comment
 - eLearning
 - chat services
- Newer marketing strategies
 - cross promotions
 - brand promotion
 - advisory services
 - influencer marketing
- Broader set of actors involved in digital marketing
 - content producers
 - publishers
 - hosts
 - navigators
 - access providers

Guidance on regulating digital marketing BMS



<https://www.who.int/publications/i/item/9789240084490>.

- Recommendations on applying the Code to digital environments
 - Direct-to-consumer
 - Health care systems and health workers
 - Point of sale/retail
- Considers guidance on marketing of complementary foods in digital media
- Recommendations on effective regulatory measures
 - confer legal duties of compliance
 - identify government agencies responsible for compliance monitoring and enforcement
 - monitoring & enforcement strategies
 - options for containing and responding to cross border marketing
 - duties of advertisers
 - adaptation to new technologies and channels