



R E S O L U T I O N

REGIONAL COMMITTEE FOR
THE WESTERN PACIFIC

COMITE RÉGIONAL DU
PACIFIQUE OCCIDENTAL

WPR/RC68.R3
11 October 2017

PROTECTING CHILDREN FROM THE HARMFUL IMPACT OF FOOD MARKETING

The Regional Committee,

Recalling Regional Committee resolutions: on the *Western Pacific Regional Action Plan for the Prevention and Control of Noncommunicable Diseases (2014—2020)* (WPR/RC64.R6); on the Western Pacific regional action framework on *Universal Health Coverage: Moving Towards Better Health* (WPR/RC66.R2); and on the *Regional Action Agenda on Achieving the Sustainable Development Goals in the Western Pacific* (WPR/RC67.R5);

Recalling also World Health Assembly resolutions relevant to the marketing of food products for infants and young children: the International Code of Marketing of Breast-milk Substitutes (WHA34.22); the Comprehensive implementation plan on maternal, infant and young child nutrition (WHA65.6); and Ending inappropriate promotion of foods for infants and young children (WHA69.9);

Recalling further United Nations Human Rights Council resolution on the rights of the child to the enjoyment of the highest attainable standard of health (A/HRC/22/L.27/Rev.1);

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Guided by World Health Assembly resolutions relevant to marketing of food to children: the Global strategy on diet, physical activity and health (WHA57.17); on International trade and health (WHA59.26); on the Marketing of foods and non-alcoholic beverages to children (WHA63.14); on the Rome Declaration on Nutrition and Framework of Action (WHA68.19); and on the United Nations Decade of Action on Nutrition (2016—2025) (WHA69.8);

Taking into consideration guidance provided by the UN Committee on the Rights of the Child in its General Comments on the rights of the child to the enjoyment of the highest attainable standard of health (CRC/C/GC/15); and on state obligations regarding the impact of the business sector on children's rights (CRC/C/GC/16);

Noting the report *Protecting children from the harmful impact of food marketing*;

Concerned that, despite Member State efforts, harmful effects of food marketing on the diet and health of children continue to be widespread in the Region,

1. URGES Member States to accelerate multisectoral and multi-stakeholder action to protect children from harmful impacts of food marketing and share best practices;
2. REQUESTS the Regional Director:
 - (1) to advocate and provide technical support to Member States to protect children from harmful impacts of food marketing;

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- (2) to foster collaboration among Member States to share experiences and best practices on mechanisms for measuring and mitigating the harmful impacts of food marketing;
- (3) to develop a regional action plan on protecting children from the harmful impact of food marketing, in consultation with Member States and seeking views of key stakeholders.

Fifth meeting, 11 October 2017