

Overview of 2025 WHO Resolutions

- Twenty Member-State led resolutions/decisions have been proposed for endorsement by the WHO Executive Board, and then for formal adoption by the World Health Assembly in May 2025.

s22 - irrelevant



Summary of resolutions for consideration.

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12	Disease/ Condition Specific	Regulating the digital marketing of breast- milk substitutes <i>FINALISED</i>	Brazil, Mexico, Armenia, Bangladesh, Chile, Colombia, El Salvador, Iraq, Lesotho, Norway, Panama, Paraguay, Peru, Slovakia, Sri Lanka, Uruguay and Vanuatu	Global ambitions appear to broaden the scope of actions beyond what Australia's current regulatory frameworks address. s47C [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
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156th session of the Executive Board

Agenda Item 14: Global Strategy for Women's, Children's and Adolescents' Health

Instructions

Priority to intervene: Recommend.

s22 - irrelevant

Requested actions: Note the report and two proposed resolutions.

Document reference: EB156/17, s22 - irrelevant Breast-milk substitutes (res)

Key Issues

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- The EB will consider **two resolutions** under this item. s47C
- **Regulating the digital marketing of breast-milk substitutes** (led by Brazil and Mexico, co-sponsored by Armenia, Bangladesh, El Salvador, Panama, Peru, Sri-Lanka).
 - The resolution proposes that Member States accelerate efforts to develop and strengthen robust regulatory measures to regulate the marketing of breast-milk substitutes for infants and young children, including in digital environments.
 - Global ambitions appear to broaden the scope of actions beyond what Australia's current regulatory frameworks address. s47C

s22 - irrelevant

Risks and Sensitivities

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s22 - irrelevant

- Australia's approach to the proposed resolution on breast-milk substitutes should be considered in the context of domestic approaches to regulation. This is a long-standing position for Australia on this issue.
 - The Australian Government has recently agreed to introduce statutory control on the promotion of infant formula. This will replace the current, voluntary Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement).
 - We will also develop and trial an AI tool to monitor digital marketing of breast milk substitutes.
 - The scope of reference in the resolution on regulating the digital marketing of breast milk substitutes is broader than the scope of Australia's MAIF Agreement.
 - Australia will endeavour to implement the resolution for infant formula products, while accounting for our existing legislation and policies.
 - Australia's emphasis remains on encouraging, supporting and educating Australians through a multi-faceted approach to adopt and maintain a healthy diet at all ages.

Intervention (optional) [total 319 words]

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Background

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Marketing of breast milk substitutes

- Australia's Marketing in Australia of Infant Formulas (MAIF): Manufacturers and Importers Agreement, is a key part of Australia's response to the WHO's International Code of Marketing of Breast-milk substitutes.
 - Formally a voluntary agreement, the Australian Government has recently agreed to mandate the MAIF agreement.
- Australia currently implements the WHO Code and related World Health Assembly resolutions in a number of ways that are appropriate to Australia's social, legal and economic environments.
- In 2016, through decision [WHA69.9](#), WHO Guidance recommended including toddler milk marketing under the umbrella of the WHO Code.
 - Australian has consistently not supported such a broad definition of breast milk substitutes.
- Australia has existing regulatory frameworks for infant formula products and all commercially produced foods and beverages that are marketed as suitable for feeding infants and young children up to the age of three years. It should be noted that products for toddlers over 12 months of age, as well as feeding bottles, teats and dummies are outside the scope of the MAIF Agreement.
- We are implementing a mandated approach to regulation of infant formula products.
- Emphasise that the Australian Government encourages, supports and educates Australians through a multi-faceted approach to adopt and maintain a healthy diet at all ages and we are implementing a mandated approach to regulation of breast milk substitutes.

s22 - irrelevant

Subject Matter Contact

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In consultation with: Health Equity Branch and Nutrition Policy Section, PHD



Note No 8/2025

The Australian Permanent Mission to the United Nations in Geneva presents its compliments to the Director-General of the World Health Organization and has the honour to refer to the 156th session of the Executive Board to be held from 3rd to 11th February 2025 in Geneva.

The Australian Permanent Mission to the United Nations in Geneva wishes to advise you of the composition of the Australian Delegation to the Executive Board:

Chief Delegate

Mr Blair COMLEY

Secretary, Australian Government Department of Health and Aged Care, Canberra

Alternates

Mr Blair EXELL

Deputy Secretary, Australian Government Department of Health and Aged Care, Canberra

s47F

Ambassador and Permanent Representative to the United Nations, Australian Permanent Mission to the United Nations, Geneva

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Deputy Permanent Representative to the United Nations, Australian Permanent Mission to the United Nations, Geneva

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Senior Adviser, Health, Australian Permanent Mission to the United Nations, Geneva

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The Australian Permanent Mission to the United Nations in Geneva takes this opportunity to renew to the Director-General of the World Health Organization the assurances of its highest consideration.

s11c

30 January 2025

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