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**Provisional agenda Item: 4.9 Prevention and control of non-communicable diseases
– implementation of the Global Strategy**

Thank you, Mr. Chairman

Chairperson, honourable delegates,

We appreciate the opportunity to speak on this important issue on behalf of Consumers International, the global federation of consumer organisations, representing over 220 consumer organisations in 115 countries from all regions of the world.

We would like to address our comments to the annex and the set of recommendations on the marketing of foods and non-alcoholic beverages to children.

We welcome the publication of these recommendations and recognise this as an important step towards protecting children from the marketing of foods that contribute to overweight and obesity and the worldwide growth in non-communicable diseases.

However we feel the recommendations could be strengthened in a number of key areas.

The current definition of the foods to be covered by the recommendations excludes foods high in vegetable oil. As a result foods such as fries, crisps/chips, savoury biscuits and pastries could be excluded from the recommendations. We therefore suggest all references be amended to include all energy dense, nutrient poor foods high in fat, sugar and salt.

Additionally more specific recommendations are urgently needed to define broadcast marketing, non broadcast marketing, the age of children and the nutrient profile of foods to be covered by the recommendations. This would give governments much clearer guidance as to what effective regulation in this area should include and would greatly increase the likelihood of the recommendations being implemented in a manner that will be effective in achieving the stated aims. The code developed by the European Network on the Marketing of Food to Children contains relevant specific definitions that could be included in the WHO recommendations. Recent studies have shown the limited effect that regulations can have if these elements are not well defined.

Alongside these changes to the text we urge members of the board to give the WHO the necessary mandate to develop technical support for the nutrient profiling of foods and monitoring the marketing of foods to children. This would ensure these essential components are developed on the basis of public health criteria and free from conflicts of interest.

We also note that a number of member states raised concerns about the cross border marketing of foods. We therefore ask member states to give the WHO a mandate to develop mechanisms to meet these concerns and facilitate uniform implementation of the recommendations amongst commercial operators.

Thank you