



PROGRESS REPORT
(Version dated 28 May 2012)

**PROGRESS REPORT ON THE IMPLEMENTATION OF A SET OF
RECOMMENDATIONS ON THE MARKETING OF FOODS AND
NON-ALCOHOLIC BEVERAGES TO CHILDREN**

Introduction

1. In May 2010, at the Sixty-third World Health Assembly, the WHO Member States endorsed a set of recommendations on the marketing of foods and non-alcoholic beverages to children (resolution WHA63.14)¹.
2. The main purpose of the recommendations is to guide efforts by Member States in designing new and/or strengthening existing policies on food marketing communications to children in order to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

Progress to date

3. Resolution WHA63.14 requested the WHO Director-General to provide technical support to Member States in the implementation, as well as the monitoring and evaluation, of the recommendations. In this regard, the WHO Secretariat continues to provide technical advice and support Member States who wish to begin or strengthen actions to reduce the impact of marketing of foods and non-alcoholic beverages to children, as follows:
 - i. The WHO Secretariat published, in the six official UN languages, the *Set of recommendations on marketing of foods and non-alcoholic beverages to children*, with an explanation for the rationale of each of the recommendations².
 - ii. The WHO Secretariat, in consultation with the International Association for the Study of Obesity and all six WHO Regional Offices, published *A framework for implementing the set of recommendations on the marketing of foods and non-alcoholic beverages to children*³. This framework document was developed in response to the mandate of resolution WHA63.14 and is aimed at policy-makers wanting to

¹ http://apps.who.int/gb/e/e_wha63.html

² <http://www.who.int/dietphysicalactivity/marketing-food-to-children/en/>

³ http://www.who.int/dietphysicalactivity/framework_marketing_food_to_children/en/

apply the recommendations in their individual territories. The process involved is set out in four sections. Initially the concept of “marketing to children” is defined; examples of marketing techniques are provided and an explanation given as to how marketing works and who is involved. A “step-by-step” process for the policy development and policy implementation follows, with the final section of the framework addressing the need to establish an effective monitoring and evaluation system giving practical references on what to monitor and the approaches and methods that can be used.

- iii. The WHO Secretariat has provided technical support to countries attending a workshop for the Western Pacific Region held in Japan in April 2012. A similar workshop will be conducted for the Pacific Island Countries of the Western Pacific in September 2012.
- iv. In July 2011, AMRO/PAHO released *Recommendations from a Pan American Health Organization Expert Consultation on the Marketing of Food and Non-alcoholic beverages to Children in the Americas*⁴.
- v. WHO continues to provide technical inputs into the Member State-led *European Network on reducing marketing pressure on children*.⁵

Additional information

For additional information, please contact:

Dr Douglas Bettcher
Director Ad Interim, Department of Chronic Diseases and Health Promotion, and
Director, Department of Tobacco Free Initiative
World Health Organization
Email: bettcherd@who.int
Tel: +41.22.791.4253

Dr Timothy Armstrong
Coordinator, Surveillance and Population-based Prevention
Department of Chronic Diseases and Health Promotion
World Health Organization
Email: armstrongt@who.int
Tel: +41.22.791.1274

ooo000ooo

⁴ http://www.forosalud.org.pe/PAHO_ECMFC_DOCUMENT_JULY_27_2011.pdf

⁵ <http://www.euro.who.int/en/what-we-do/health-topics/disease-prevention/nutrition/news/news/2011/01/reducing-food-marketing-pressure-on-children>