PROTECTING CHILDREN FROM THE HARMFUL IMPACT OF FOOD MARKETING

The Regional Committee,

Recalling the Regional Committee resolution on Protecting children from the harmful impact of food marketing (WPR/RC68.R3);

Reaffirming the need for multisectoral and multi-stakeholder action to protect children from the harmful impact of food marketing;

Noting that Member States have distinct policies and actions in place to protect children from the harmful impact of food marketing;

Recognizing different contexts, approaches, legal systems and priorities among Member States of the Western Pacific Region,

1. ENDORSES the Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing in the Western Pacific;

2. URGES Member States to use the Regional Action Framework to establish or strengthen policies and actions to protect children from the harmful impact of food marketing, as appropriate in accordance with national contexts;
3. REQUESTS the Regional Director:

   (1) to provide technical support to Member States to implement the Regional Action Framework;

   (2) to facilitate dialogue and exchanges of knowledge, experiences, lessons and best practices among Member States;

   (3) to report periodically to the Regional Committee on progress in protecting children from the harmful impact of food marketing in the Western Pacific Region.

Sixth meeting, 9 October 2019