

WEBINAR SERIES: INVITATION

A Civil Society Guide to: **The International Code of Marketing of Breastmilk Substitutes and new Global Guidance on Marketing Infant Foods**



You are invited to join a series of three webinars organised by the SUN Civil Society Network and Helen Keller International's (HKI) Assessment and Research on Child Feeding (ARCH) project that will bring you up to speed on current global regulatory and policy issues related to infant and young child feeding.

This series is designed for civil society colleagues working in the field, at both the policy and programme level, to ensure that you are empowered with information on the latest developments from the World Health Assembly and the Codex Alimentarius.

WEBINAR 1: THE CODE 1st August 9am GMT/ 3rd August 3pm GMT

The International Code of Marketing of Breastmilk Substitutes (the Code): As relevant as ever.

Although the Code was adopted by the World Health Assembly in 1981, there have been a number of subsequent resolutions (including WHA 69.9 of May 2016) that are also an important part of the Code. With a great deal of global focus on the importance of nutrition in the first 1000 days, the Code, in its entirety, is as relevant today as it was all those years ago. This webinar is designed to outline the Code for both beginners and those wanting a refresher as to its content and interpretation and empower you to continue advocacy for the Code in national legislation. David Clark, legal advisor for UNICEF and Code expert, will present and take questions.

WEBINAR 2: FOLLOW-UP FORMULA 8th August 9am GMT/ 10th August 3pm GMT

The Code now clearly includes follow-up formula and Growing-Up milks: What does this mean?

Over the years, new products have come onto the market aimed for feeding of older infants and young children. These include a range of milk products whose market has grown exponentially. Only last year, the World Health Assembly adopted a resolution (WHA 69.9) that now clearly categorises these products as being breastmilk substitutes and requires them to comply with the Code. This critical issue is on the current agenda of the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU). This webinar is designed to fill you in on this category of products, why they are now explicitly part of the Code, and what it means for countries and programmes. It will empower you to be able to advocate in country for both national legislation to be expanded and for active Codex engagement towards the December 2017 CCNFSDU meeting. Jane Badham, consultant to HKI's ARCH project, will present and take questions.

WEBINAR 3: COMPLEMENTARY FOODS 15th August 9am GMT/17th August 3pm GMT

NEW guidance on the inappropriate promotion of foods for infants and young children: From words to practice.

With infant and young child feeding under the global spotlight the World Health Assembly of 2016, as part of WHA 69.9, welcomed guidance from the WHO as to what constitutes the inappropriate promotion of foods for infants and young children. This includes the growing and diverse complementary food market. This webinar is designed to share with you the new guidance and what it means using practical examples so as to empower you to advise a wide range of stakeholders on this important topic. Jane Badham, consultant to HKI's ARCH project, will present and take questions.

REGISTER ONLINE HERE: Spaces are limited