



**PROCESS FOR THE DEVELOPMENT OF A SET OF RECOMMENDATIONS ON THE
MARKETING OF FOODS AND NON-ALCOHOLIC BEVERAGES TO CHILDREN¹**

Mandate

World Health Assembly resolution WHA60.23 on prevention and control of noncommunicable diseases: implementation of the global strategy requested the Director-General "to promote initiatives aimed at implementing the global strategy with the purpose of increasing availability of healthy food and promoting healthy diets and healthy eating habits and to promote responsible marketing including the development of a set of recommendations on the marketing of foods and non-alcoholic beverages to children, in order to reduce the impact of foods high in saturated fats, trans-fatty acids, free sugars, or salt, in dialogue with all relevant stakeholders, including private sector parties, while ensuring avoidance of potential conflict of interest".

Expert group

In accordance with this mandate, an ad-hoc expert group on marketing of foods and non-alcoholic beverages to children was appointed by the Director-General to support the Secretariat in drafting the set of recommendations. The first meeting of the group was held from 1 to 4 December 2008. During the meeting regional advisers shared experiences, from their respective regions, on marketing of foods and non-alcoholic beverages to children. The ad-hoc expert group submitted the report of meeting and recommendations to WHO in January 2009.

The expert group was requested to provide technical advice to WHO in the following three core areas:

- Policy objectives: What should be the objectives of Member States policies on marketing of food and non-alcoholic beverages to children;
- Policy options: What are the evidence-based or currently applied policy options available on marketing of foods and non alcoholic beverages to children;
- Monitoring and evaluation: What are the feasibility and mechanisms required to monitor and evaluate recommended policy options.

Members of the ad-hoc expert group:

- Professor Shahida Cassim, South Africa
- Dr Maria José Delgado Fagundes, Brazil
- Ms Peggy E Hanna, Lebanon
- Professor Gerard Hastings, United Kingdom
- Dr Corinna Hawkes (chair), France
- Dr Lesley King (rapporteur), Australia

¹ This document compiles the information provided in the "update notes" which were made available on this web site during the development process.

- Professor Vithaya Kulsomboon, Thailand
- Dr Eva Obarzanek, USA

Dialogue meetings

Prior to the ad-hoc expert group meeting, two dialogue meetings were held with relevant stakeholders, one with representatives of the international nongovernmental organizations and another with representatives of the global food and non-alcoholic beverage industries and advertising industry, on 20 and 24 November respectively.

The dialogues were held in response to resolution WHA60.23(6), which states that the recommendations on marketing of foods and non-alcoholic beverages to children should be developed "*in dialogue with all relevant stakeholders, including private-sector parties*", and resolution WHA57.17, which requests the Director-General "*to cooperate with civil society and with public and private stakeholders committed to reducing the risks of noncommunicable diseases in implementing the Strategy and promoting healthy diet and physical activity, while ensuring avoidance of potential conflicts of interest*".

These two dialogues enabled participants to inform the Secretariat of relevant work being undertaken by their organizations in the area of marketing of foods and non-alcoholic beverages to children. Reports of the dialogues were presented by the Secretariat to the ad-hoc expert group meeting.

The group also reviewed the results of an update of the systematic review of the literature commissioned by WHO in 2006 (Hastings et al.) as well as other background documents that were provided by the Secretariat.

Regional consultations

During the period February to May the Secretariat developed a working paper for regional consultations with Member States on the development of a set of recommendations on the marketing of foods and non-alcoholic beverages to children. The working paper included a synthesis of the evidence and specific discussion questions which helped to guide the consultation process.

The aim of the regional consultations (face-to-face and/or written) was to provide the Secretariat with the views of Member States on the marketing of foods and non-alcoholic beverages to children. A focus of the consultations was to obtain input from Member States on the policy objectives, policy options, and monitoring and evaluation mechanisms presented in the Working Paper.

The regional consultations with Member States were facilitated by the WHO regional offices between June and August 2009 and 65 Member States submitted a response.

Second round of stakeholder dialogue meetings

Additional input on the working paper was provided by the global food and non-alcoholic beverage industries and advertising industry and international nongovernmental organizations through dialogue meetings held on 31 August and 1 September 2009,

respectively. The objective of the dialogues was to provide the Secretariat with the perspectives of the stakeholders on the policy objective, policy options and monitoring and evaluation mechanisms proposed in the working paper. Both dialogues were held at WHO Headquarters.



The following groups participated at the dialogue with global food and non-alcoholic beverage industries and advertising industry:

- Coca-Cola Company
- Covington & Burling LLP
- Corporativo Bimbo
- General Mills, Inc.
- Kellogg Company
- Kraft Foods
- McDonald's Corporation.
- Mars, Incorporated
- Nestlé S.A.
- PepsiCo, Inc.
- Unilever NV
- World Federation of Advertisers

The following groups participated at the dialogue with international nongovernmental organizations:

- Consumers International
- Corporate Accountability International
- International Association for the Study of Obesity/International Obesity Task Force
- International Association of Consumer Food Organizations
- International Baby-Food Action Network
- International Pediatric Association
- International Union Against Cancer
- International Union of Nutritional Sciences
- World Federation of Public Health Associations
- World Heart Federation

Comments received from the Member States consultations and stakeholder dialogue meetings were considered during the development of the set of recommendations.

The governing bodies process

The set of recommendations were presented to the Executive Board at its 126th session in January 2010 under agenda item 4.9 Prevention and control of noncommunicable diseases: implementation of the global strategy, as an annex to the Report by the Secretariat (document EB126/12). With one minor amendment, the Executive Board noted the Report (including the annex).

The only amendment which was made to the set of recommendations as presented in the annex of document EB126/12 before they were presented in document A63/12 was the following: In Recommendation 3, the part sentence "i.e. stepwise and comprehensive" was changed to "i.e. stepwise or comprehensive", as approved by the Executive Board.

At the Sixty-third World Health Assembly in May 2010 the set of recommendations were presented in the same format, as an annex to the Report by the Secretariat (document A63/12), under provisional agenda item 11.9. The recommendations were endorsed by the Member States through the adoption by the World Health Assembly of a resolution proposed by Norway on Marketing of food and non-alcoholic beverages to children (WHA63.14).

All documents for the Executive Board and World Health Assembly can be accessed via this link: <http://apps.who.int/gb/>

