



قرار

## RESOLUTION

REGIONAL COMMITTEE FOR THE  
EASTERN MEDITERRANEAN

EM/RC54/R.9  
October 2007

Fifty-fourth Session

Agenda item 5(b)

### **Food marketing to children and adolescents in the Eastern Mediterranean Region: implications for public health**

The Regional Committee,

Having reviewed the technical paper on food marketing to children and adolescents in the Eastern Mediterranean: implications for public health<sup>1</sup>;

Recalling resolutions WHA60.23 Prevention and control of noncommunicable diseases: implementation of the global strategy, and WHA57.17 the Global strategy on diet, physical activity and health;

Reaffirming resolutions EM/RC52/R.7 Noncommunicable diseases: challenges and strategic directions, and EM/RC52/ R.8 Regional strategy for health promotion;

Noting that the *World health report 2002* highlights the role of behavioural factors, including unhealthy diet, as key risk factors for noncommunicable diseases, which constitute a rapidly growing burden in the Region<sup>2</sup>;

Recalling also the Global Strategy for Diet, Physical Activity and Health, which calls upon governments to work with consumer groups and the private sector (including advertising) to develop appropriate multi-sectoral approaches to deal with the marketing of food to children, sponsorship, promotion and advertising<sup>3</sup>;

Concerned at the increasing prevalence of noncommunicable diseases and the risk factors related to overweight and obesity among adults and children in the Region as shown in the analysis of the data collected through the StepWise surveillance system and the global school-based student health survey;

Recognizing the need for regulatory and preventive educational responses to counterbalance the adverse public health impact of food marketing to children and adolescents;

<sup>1</sup> Document no. EM/RC54/Tech.Disc.2

<sup>2</sup> *The World health report 2002. Reducing risks, promoting healthy life*. Geneva, World Health Organization, 2002.

<sup>3</sup> *Global Strategy on Diet, Physical Activity and Health*. Geneva, World Health Organization, 2004.

1. **URGES** Member States to:

- 1.1 Develop appropriate multisectoral approaches and regulations to deal with the marketing of food and beverages directed at children and adolescents, including such issues as sponsorship, promotion, and advertising to involve celebrities in promoting healthy food habits;
- 1.2 Require the food industry to provide clear, correct and consistent consumer nutrition information and media messages and to comply with the dietary guidelines regarding the nutritional quality and portion sizes;
- 1.3 Formulate or further strengthen school health policies that support healthy diets and eliminate the availability in schools of products high in salt, sugar and fats, including sweetened carbonated drinks, and require daily physical activity in schools;
- 1.4 Further strengthen nutrition and food safety education, including the introduction of media literacy education in schools, particularly in the health-promoting schools and the nutrition friendly schools initiatives;
- 1.5 Establish a multisectoral mechanism to monitor the implementation of regulations regarding the marketing of food and beverages directed at children and adolescents;
- 1.6 Provide consumers with accurate and clear information to enable them make healthier food choices, including supporting the efforts of consumer associations and groups;

2. **REQUESTS** the Regional Director to:

- 2.1. Provide Member States with policy guidance and evidence-based information needed to support the development of regulations for food marketing that target children and adolescents, and criteria for their evaluation;
- 2.2 Promote partnership and facilitate coordination and cooperation between United Nations and other international organizations, WHO collaborating centres and civil society in support of national efforts for marketing of healthy food to children and adolescents in the Region.