



*International Baby Food Action Network
Red internacional de grupos pro alimentación infantil
Réseau international des groupes d'action pour l'alimentation infantile*

1998 RECIPIENT OF THE RIGHT LIVELIHOOD AWARD

Written contribution to the Committee on the Rights of the Child

ANNEX

**2014 Day of General Discussion
Digital Media and Children's Rights
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In order to protect breastfeeding and thus, the right of the child to the enjoyment of the highest attainable standard of health, States should be urged to:

- 1. Fully implement the International Code of Marketing of Breastmilk Substitutes¹ and its relevant subsequent WHA resolutions, especially WHA63.23, into their national legislation**
- 2. Ensure effective monitoring of the Code and implement deterrent sanctions against violations**
- 3. Launch modern and attractive digital campaigns on breastfeeding promotion and support**
- 4. Implement their Extraterritorial Obligations into legislation**

¹ http://www.who.int/nutrition/publications/code_english.pdf