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Directorate-General Health and Consumer Protection
Unit C4 – Health Determinants
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Dear Sir,

Thank you for giving us the opportunity to give our views on the Green Paper " Promoting healthy diets and physical activity".

The International Code Documentation Centre (ICDC), established by the International Baby Food Action Network (IBFAN) in 1985 provides focus on the implementation of the International Code of Marketing of Breastmilk Substitutes. ICDC is a specialised branch of IBFAN and conducts courses which support governments in writing laws and other measures to implement the International Code to protect, promote and support breastfeeding.

We feel that it is highly recommended that the following points should be included in this Green Paper:

- 1 The World Health Assembly, the highest health standard setting body of the world adopted Resolutions that recommend exclusive breastfeeding for six months and continued breastfeeding for 2 years and beyond as the optimum nutrition for infants and young children. An endorsement of this should be included in the paper for Europe.
- 2 To ensure all policies and practices are in line with the Global Strategy on Infant and Young Child Feeding which includes the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly Resolutions; the Blueprint for Action on the Promotion, Protection and Support of breastfeeding; the Global Strategy on Diet, Physical Activity and Health ; and the Convention of the Rights of the Child.
- 3 To include safeguards on the need to avoid potential conflict of interests, for example the food industry should not be allowed to use so-called "educational materials" in schools and health care systems.

Thank you for taking our views into consideration.

Regards

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Administrator
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