



December 2016

The Government of Argentina and COPAL (the Argentina Food and Beverage Industry Chamber) collaborate to promote healthy and balanced diets

On 14 December 2016, the Ministry of Health, the Ministry of Agro-Industry and COPAL signed an agreement to work together to implement a set of actions in line with IFBA's commitments to reduce levels of sugar, fat and salt in food and beverages; to restrict marketing to children under 12 years of age; to restrict the sales of foods and beverages in schools based on a caloric content; and to promote a labelling system and education campaigns to help consumers make informed decisions. [Read more. \(in Spanish\)](#)

IFBA launches enhanced commitment on responsible marketing to children in Brazil

On December 12 2016, IFBA launched an enhanced Commitment to Responsible Advertising for Children, building on the first pledge launched in 2009. Under the commitment, participants either commit to only advertise products to children under 12 years of age that meet common nutrition criteria, based on reputable scientific evidence and/or national and international dietary guidelines, or not to advertise at all to this age group. The new commitment will come into effect on 1 January 2017 and will be monitored by KPMG.

[Read more. \(in Portuguese\)](#)

Responsible marketing pledges introduced in 51 countries worldwide

IFBA members have made responsible marketing to children a critical part of their effort to promote balanced diets and healthy, active lifestyles and adopted a global policy on marketing to children in 2009, which sets out the minimum criteria for marketing communications to children under 12 years of age and covers every country where IFBA members market their products. In addition, in an effort to encourage regional and local food companies who are not members of IFBA to improve the food and beverage products marketed to children, IFBA has introduced regional and national pledge programmes based on the core tenets of IFBA's global policy.

[See map. Read more.](#)

NEWS AND EVENTS

FAO/WHO Conference embraces commitment to eradicate hunger and malnutrition by 2030

The International Symposium on Sustainable Food Systems for Healthy Diets and Improved Nutrition concluded on 2 December 2016 brought together 600 participants across government, civil society and the private sector, including IFBA members, to examine country-level challenges related to malnutrition and to share best practices. In his closing remarks, FAO Director-General José Graziano da Silva stressed the need for the transformation of food systems and the food environment to tackle all forms of malnutrition and promote healthy diets and called for stronger political commitment at national level, and greater collaboration among all stakeholders, including the private sector and civil society.

[Read more.](#)

Global malnutrition on the rise in almost every country of the world

According to the UN, malnutrition affects one-third of the world's population and costs the global economy an estimated \$3.5 trillion a year in healthcare and lost productivity.

[Read more.](#)

WHO 9th Global Conference on Health Promotion concludes with the endorsement of the Shanghai Declaration

The Shanghai Declaration recognizes that health and wellbeing are essential to achieving the UN Development Agenda 2030 and its Sustainable Development Goals (SDGs) and that healthy lives and increased wellbeing for all can only be achieved by "promoting health through all the SDGs and by engaging the whole of society in the health development process."

[Read more.](#)

RECENT PUBLICATIONS

The Council of Better Business Bureaus' Children's Food & Beverage Advertising Initiative issues 9th annual report on compliance and progress

According to the report, leading food and beverage companies and quick-serve restaurants in the U.S., including IFBA members, have made measurable progress in improving the nutritional quality of the foods they advertise to children. Created in 2006, the goal of the Initiative is to shift the mix of advertising messaging directed at children to encourage healthier dietary choices and healthier lifestyles.

[Read more.](#)

WHO Europe: 101 examples of improving the health and well-being of adolescents through intersectoral action

This compendium of case stories together with examples of how to craft and implement effective intersectoral initiatives and programming illustrates how working across the health, social and education sectors contributes to solving complex health inequalities and improving health and well-being.

[Read more.](#)

WHO NCD Map Tool

The main purpose of this web-based tool is to assist policy-makers and programme managers in developing, implementing and monitoring national multisectoral plans for NCD prevention and control.

[Access the tool.](#)

2016 IFIC Foundation Food & Health Survey

The survey focuses on understanding the complex array of factors that influence food decisions in the United States and examines issues of health and diet, food components, food production, sustainability and food safety.

[Read more.](#)



The Coca-Cola Company and Project Last Mile

The Project Last Mile (PLM) public-private partnership, launched in 2010, between The Coca-Cola Company, USAID, The Global Fund to Fight AIDS, Tuberculosis and Malaria and The Bill & Melinda Gates Foundation facilitates the transfer of knowledge on logistic, supply chain, distribution and marketing expertise from The Coca-Cola system to Ministries of Health in Africa to help build institutional capacity to create and sustain efficiencies to improve access to medicines and health outcomes. Currently, PLM is working in Tanzania, Ghana, Mozambique and Nigeria and looking to expand its impact to 10 countries in Africa by 2020.

[Read more.](#)



World Economic Forum:
Davos, 17-20 January 2017. [Read more](#)

140th Session of the WHO Executive Board:
Geneva, 23 January – 1 February 2017. [Read more](#)



Helping consumers to achieve balanced diets and healthy lifestyles

Rue du collège 27, 1050 Brussels • ifballiance.org • Twitter: [@IFBAAlliance](https://twitter.com/IFBAAlliance) • Tel: +32 2 808 0644 • Fax: +32 2 502 887

[Contact Us](#)