

News and Events

IFBA Newsletter – December 2019



IFBA Sec-Gen Speaks to the Business Case for Action on NCDs at WHO Global Meeting

From 9-12 December in Muscat, Oman, the World Health Organization (WHO) hosted a Global Meeting to Accelerate Progress on Sustainable Development Goal (SDG) Target 3.4 on Noncommunicable Diseases and Mental Health, convening the global health community and a wide range of stakeholders to address the number one global killer that is noncommunicable diseases.

IFBA Secretary General Rocco Renaldi took part in a high-level panel titled 'Rapid Progress and Quick Results in Addressing NCDs are Possible' alongside several Ministers of Health from around the world. He spoke to the business perspective on governance, alignment of interests between private and public sector, and accountability, saying *"health and nutrition are today boardroom issues in IFBA member companies. Brand purpose is becoming integral to brand equity. This is the business case that, collectively, we must work to encourage."* [Click here](#) to read more of Secretary General Renaldi's remarks.

[Read More](#)



WHO INDEPENDENT
HIGH-LEVEL
COMMISSION ON
NONCOMMUNICABLE
DISEASES

Final Report

"It's time to walk the talk"



WHO Independent High-level Commission on Noncommunicable Diseases Includes Recommendation for Public-Private Partnership in Final Report

On 10 December, WHO received new advice on curbing deadly noncommunicable diseases (NCDs) from the WHO Independent High-level Commission on NCDs. The report celebrates successful public-private partnerships, including IFBA's 2019 commitment to support the elimination of industrially produced trans-fats by 2023, and encourages continued engagement, saying WHO *"should increase its engagement with the private sector to promote their effective and meaningful contribution to global NCDs targets and goals, and provide technical support to Member States to increase the capacity needed for such engagements to national NCD responses."* IFBA looks forward to further collaboration with WHO to contribute to Sustainable Development Goal target 3.4 in 2020 and beyond.

[Read More](#)

New Series of Reports from the Lancet: the Double Burden of Malnutrition



A new four-part series from the Lancet explores how the coexistence of undernutrition (stunting and wasting) and overnutrition (overweight and obesity) at all levels of the population is affecting low-income and middle-income countries. Researchers found that more than a third of such countries had overlapping forms of malnutrition, particularly in sub-Saharan Africa, south Asia, and east Asia and the Pacific. The papers explore the dynamics of this double burden, their health and economic consequences, and programme and policy opportunities to address them, including the designing of double-duty initiatives to simultaneously address the whole spectrum of malnutrition problems.

[Read More](#)

Best Practice



Nestlé Fosters Healthy Habits in Russia

For nearly two decades, Nestlé's award-winning *Good Nutrition* programme has provided schoolchildren in Russia with the opportunity to learn about healthy eating. Complementing the school curriculum with 120 hours of additional nutrition education provided over three years, the program uses material created in partnership with Russia's Institute of Developmental Physiology.

Today, 60 regions of Russia are participating in the program, covering 78% of the country and reaching a total of over 8 million children. Using insights from the Institute and Nestlé's own extensive research on childhood nutrition, the program promotes the six healthy habits that Nestlé believes lead to healthy lives: feed your baby like a baby, eat nutritious and varied options, choose water, manage portions, play and be active, and enjoy meals together.

This initiative is part of the company's global commitment *Nestlé for Healthier Kids*, which aims to support 50 million children to lead healthier lives by 2030 through nutrition education for families, product innovation, and behaviour change programs. As of 2018, 29 million children had been reached by these programs in 86 countries around the world.

[Read More](#)

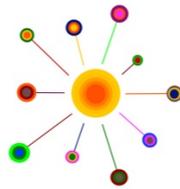
Upcoming Events



136th Session of the World Health Organization Executive Board

Geneva, Switzerland
3-8 February, 2020

[Learn More](#)



INTERNATIONAL SYMPOSIUM
7.-8. FEBRUARY 2020

**SUSTAINABLE FOOD SYSTEMS –
GOING BEYOND FOOD SECURITY**

Justus Liebig University Giessen, Germany
Faculty 09 – Agricultural Sciences, Nutritional Sciences,
and Environmental Management

**International Symposium: Sustainable food
systems - Going beyond food security**

**Justus Liebig University Giessen, Germany
7-8 February, 2020**

[Learn More](#)

**Micronutrient Forum Global Conference
2020: Building new evidence and alliances
for improving nutrition**

**Bangkok, Thailand
23-27 March, 2020**

[Learn More](#)



INTERNATIONAL FOOD & BEVERAGE ALLIANCE | www.ifballiance.org

