

## News and Events

### IFBA Newsletter – June 2019



#### IFBA Releases Guiding Principles for Multistakeholder Engagement

A belief in the power of the collective is one of the fundamental principles underpinning the work of IFBA. We share this belief with the United Nations and World Health Organization, whose strategies acknowledge that achieving the transformative change necessary to meet the goals of the 2030 Agenda will require a whole-of-society approach. We recognize the responsibility and opportunity business has to contribute to a healthy and sustainable future for all, and we are committed to working alongside a wide variety of partners to collaboratively build initiatives designed to improve global health. In light of this, IFBA has developed a set of [Guiding Principles for Multistakeholder Engagement](#), inspired by the best practices of others and built on our learnings from the many successful collaborations of our members, to guide our work with governments, civil society, academia and business in the coming years.

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WHO Welcomes IFBA's Commitment to Align with Global

# Trans Fat Elimination Targets

The elimination of industrially produced trans fats (iTfAs) from the global food supply was a frequent conversation piece at the 72nd World Health Assembly, and IFBA's May 2019 commitment to align with WHO on iTfAs by 2023 was met with a warm response from WHO and NGOs in attendance. Resolve to Save Lives President Dr. Tom Frieden highlighted the commitment as a standard other companies should look to as guidance in an [op-ed](#) for *the Telegraph*, and WHO Director General Dr. Tedros mentioned IFBA in his WHA72 [keynote address](#). We are proud to take a leading role in the global transition from iTfAs, and we are appreciative of WHO's openness to continued collaboration with the private sector to achieve positive public health outcomes.

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## UN Economic and Social Council Adopts Resolution on Non-communicable Diseases

On 7 June 2019, the Council adopted a draft resolution titled "United Nations Inter-Agency Task Force on the Prevention and Control of Non-communicable Diseases" put forward by the Russian Federation that invites the IATF to "continue strengthening the inter-agency work, including by engaging with relevant stakeholders, as appropriate, to achieve public health goals." The resolution also calls upon donors and stakeholders to mobilize human and financial resources for the programmatic work of the IATF and mobilize resources for Member States to catalyze sustainable domestic responses to NCDs.

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## Interact, Engage, or Partner? WHO Leader Argues for Private Sector Engagement



Dr. Svetlana Axelrod, WHO Assistant Director General and Director of the UN Task Force on NCDs, co-authored an article published in *Cardiovascular Diagnosis and Therapy* which discusses the benefits of developing partnerships between the private sector and international agencies. "*Interact, engage, or partner? Working with the private sector for the prevention and control of non-communicable diseases*" argues that the relationship of NCD risk factors and their underlying social and commercial determinants requires active cooperation with the private sector to bring about policy change, pool resources and generate innovative solutions by capitalizing on each partner's strengths.

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General Mills Partners with



## the World Food Program to Support School Meals in India

In India, a country with more than 1.2 billion people, one in every three children is malnourished. General Mills has been working with the World Food Program (WFP) and local partners in the eastern Indian state of Odisha since 2017 to help address the problem of childhood malnutrition through a programme providing mid-day school meals fortified with vitamins and minerals - including iron, zinc and vitamin A. Rice is a staple food for more than half of the world's population and rice fortification has proven effective at a large scale and is recommended by the World Health Organization. WFP reports that anemia levels dropped as much as 50% in a three-year period in areas across India where WFP introduced fortified rice. In 2018, this rice fortification school meal program expanded to communities in the state of Uttar Pradesh. Today, 420,000 students receive a mid-day micronutrient fortified school meal. Based on the success of these pilot programmes, in March 2019 General Mills renewed its commitment to WFP to enable it to scale up to reach nearly 2 million children in Odisha alone. You can learn more by following the link below to watch a [video](#) on the program.

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## Upcoming Events



### Building Business Contribution for the 2020 Global Nutrition Summit

The Hague, Netherlands  
25th-26th June

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### UN High-level Political Forum on Sustainable Development 2019

New York, USA  
9th-18th July 2019



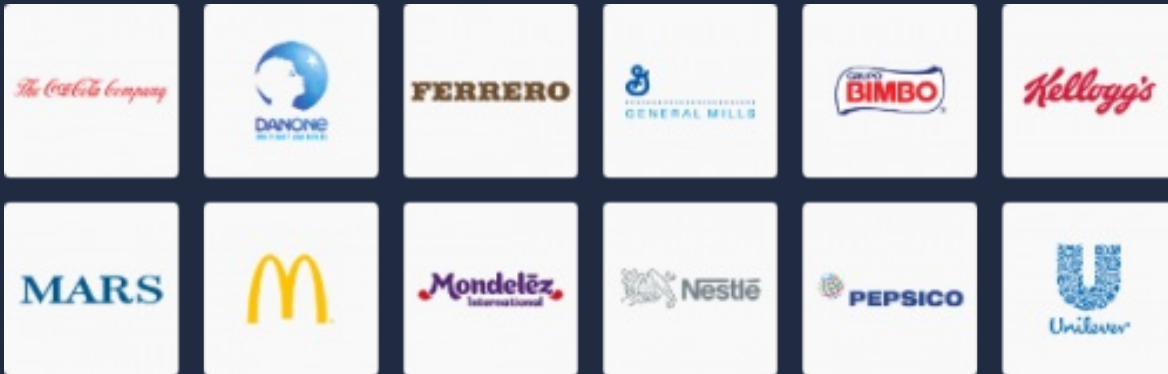
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## The State of Food Security and Nutrition in the World 2019

New York, USA  
15th July

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