



Newsletter - November 2018

News and Events

IFBA continues to expand and strengthen its ongoing commitment to responsible marketing globally



Executives of leading food and beverage brands deliver pledge to Argentina's Secretary of State for Agriculture, Luis Miguel Etchebehere

IFBA has been working steadily to strengthen its ongoing commitment to improve child-directed advertising and encourage healthier choices around the globe. In the [latest set of actions](#), on 10 October 2018, IFBA members together with leading food companies in Argentina, representing 80% of the food marketing spend in the country, presented a pledge to the Secretary of State for Agriculture, Luis Miguel Etchebehere, restricting marketing to children under 12. [Read more.](#)



In the same month, the US Children's Food Beverage and Advertising Initiative (CFBAI), representing the majority of child-directed food advertising in the US agreed to strengthen category-specific uniform [nutrition criteria](#) that apply to foods advertised to children under the age of

12 years. As a result of this significant evolution, approximately 40% of food products currently marketed to children under the age of 12 years will need to be reformulated if members wish to continue to market these products after 1 January 2020. The revised criteria include stricter sodium and added sugars standards and reflect U.S. nutrition policy, dietary recommendations and regulatory developments. [Learn more.](#)

WHO launches Knowledge Action Portal (KAP) on NCDs

On 22 November 2018, the World Health Organization launched the [Knowledge Action Portal](#) (KAP), a new community-driven platform created for multistakeholder NCD interaction and information-sharing with a goal of beating NCDs. The KAP provides individuals and organisations from a variety of diverse backgrounds and skill sets with a centralized community, providing access to information and people, fuelling new ideas, collaboration and action, in an interactive and engaging format.

“The Global Action Plan for Healthy Lives and Well-being for All” launched by eleven of the world’s leading health and development organizations

On October 16, 2018, Gavi the Vaccine Alliance, the Global Fund to Fight AIDS, Tuberculosis and Malaria, the Global Financing Facility, UNAIDS, UNDP, UNFPA, UNICEF, Unitaid, UN Women, the World Bank and the World Health Organization signed a landmark commitment to develop an action plan to define how global actors can better collaborate to accelerate progress towards achieving the health-related targets of the 2030 Sustainable Development Agenda. The final plan will be delivered in September 2019 at the United Nations General Assembly. [Learn more](#)

Publications

The U.S. Access to Nutrition Index (ATNI) publishes the first national assessment of efforts by food and beverage manufacturers in the U.S. to address obesity and diet-related diseases



On 15 November, 2018, the Access to Nutrition Foundation published its U.S. Spotlight Index, marking the first national assessment of the United States' 10 largest food and beverage manufacturers' efforts to address nutrition challenges. The report found that companies have made significant efforts to tackle obesity and diet-related disease in the market and some have demonstrated leading practices on clear reporting on nutrition strategy, disclosure of progress on reformulation work, compliance audits on marketing policies, and a commitment not to market in K-12 schools. The report also calls for more work to be done to improve the nutritional quality of products and to make them more accessible to all consumers and to increase efforts to market more responsibly with a focus on promoting healthier products. [Read more.](#)

The Global Burden of Disease Report reveals that NCDs accounted for 73% of all global deaths in 2017

In contrast to previous Global Burden of Disease Studies (GBD) over the past 10 years which generally showed a gradual improvement in global health, the GBD 2017 report (published on November 10, 2018 by *The Lancet*) presents a picture of faltering and patchy progress and estimates no country is on track to meet all of the World Health Organization's health-related Sustainable Development Goals by 2030. [Read more.](#)

The U.S. Department of Health releases new physical activity guidelines for the first time since 2008 to help Americans maintain and improve their health

With less than one-quarter of Americans currently meeting leisure time physical activity standards and the attendant health and economic consequences of the low levels of physical activity for the country, the U.S. Department of Health has released new physical activity guidelines for the first time since 2008. Notably, the guidelines recommend 150 minutes of moderate-to-vigorous activity weekly for adults and 60 minutes daily for children aged 6 – 17. [Read more.](#)

Best Practices



Kellogg: Committed to fighting hunger and feeding potential

As a global food leader, Kellogg believes strongly in the important role it can play in fighting hunger and feeding potential. This commitment is realized through its global signature platform, *Breakfasts for Better Days*[™], which integrates Kellogg's efforts around nutrition hunger relief, sustainability and public policy work to address the critical worldwide issue of food security. Since its launch in 2013, *Breakfasts for Better Days*[™] has provided more than 2 billion servings of food to people in need. In October 2016, the company announced a new goal to create 3 billion Better Days for people around the world by the end of 2025. Kellogg is well on the way to achieving this goal - in 2017 alone, the company created 637.5 Better Days worldwide – donating 570 million servings of food to food banks, breakfast clubs and disaster relief; reaching 586,772 children through feeding programmes and nutrition education; supporting nearly 300,000 farmers to increase yields, livelihoods and climate resiliency; achieving 7,451 employee and retiree volunteer days; and engaging 66.7 million people. [Learn more](#)

Upcoming events

International Symposium on Understanding the Double Burden of Malnutrition for Effective Interventions

Vienna, Austria

10-13 December 2018

[More info.](#)

World Economic Forum's 2019 Annual Meeting

Davos, Switzerland

22 January – 25 January 2019

[More info.](#)

World Health Organization Executive Board Meeting

Geneva, Switzerland

24 January – 1 February 2019

[More info.](#)



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