



IFBA Statement on the Adoption by Member States at the 66th World Health Assembly of the Resolution on the Follow-up to the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases

28 May 2013. IFBA welcomes the adoption by Member States of the resolution endorsing the WHO Global Action Plan on the Prevention and Control of Noncommunicable Diseases, 2013-2020 and adopting the Comprehensive Global Monitoring Framework and voluntary global targets, as a concrete step towards reducing the incidence of NCDs globally. We pledge our support for the global action plan and monitoring framework and for the “whole of society” approach endorsed by Member States. We believe – and experience has shown - that multisectoral actions represent one of the most cost-effective means to address public health challenges. The actions recommended in the WHO global action plan for our industry on product reformulation, nutrition labelling and restrictions on marketing of foods high in fat, sugar and salt to children are ones we support and have been implementing on a voluntary basis since 2004, and form the core of our work to promote global public health. Transparency and accountability underpin our commitments and we report annually and publicly on our progress. The global action plan, monitoring framework and voluntary global targets represent a comprehensive framework that will guide the actions of governments, nongovernmental organizations and the private sector over the coming years as we all work together to reduce the burden of NCDs. We are committed to doing our part and look forward to working with Member States as they turn to mobilizing stakeholders and communities and implementing the NCD strategies.

About The International Food & Beverage Alliance (IFBA): *IFBA is a group of eleven global food and non-alcoholic beverage companies - The Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg, Mars, McDonald's, Mondelēz International, Nestlé, PepsiCo and Unilever - that share a common goal of helping people in all nations achieve balanced diets, and healthy, active lifestyles. For more information about IFBA, please visit www.ifballiance.org.*