



Global Congress on Implementation of the Code of Marketing of Breast-milk Substitutes

June 20 - 22, 2023

World Health Organization: 20 Avenue Appia; CH-1211; Geneva 27; Switzerland

[Event website](#)



Day	Time	Activity	Location
Mon 19/6	16:00 - 18:00	Check in / Registration / Welcome reception	Reception / main entrance

Day	Time	Activity	Location	
Tue 20/6	7:00 - 9:00	Check in	Reception / main entrance	
	9:00 - 9:25	Opening	Auditorium	
	9:00-9:10	Opening by moderators	Grainne Moloney (UNICEF) and Laurence Grummer-Strawn (WHO)	
	9:10-9:20	Opening address	Tedros Ghebreyesus (WHO DG)	
	9:20-9:22	Opening remarks (video)	Karin Hulshof (UNICEF)	
	9:25 - 10:20	Theme 1: Building political will	Main auditorium	Auditorium
	9:30 - 9:45	Breastfeeding so critically important but constantly challenged	Cecilia Tomori (US)	
	9:45-10:00	Breastfeeding as a human right	Clare Patton (UK)	

10:00-10:20	Panel: Pregnant women and mothers experiences about BMS marketing	Organizer: Catherine Watt (Switzerland) Moderator: Sonia Hernandez-Cordero (Mexico)	
10:20 - 10:50	Coffee Break		In front of auditorium
10:50 - 12:00	Theme 1: Building political will (cont).		Auditorium
10:50-11:15	BMS Marketing Playbook	Katie Pereira-Kotze (UK/South Africa)	
11:15-11:25	Digital Marketing	Nina Chad (WHO)	
11:25-11:35	Country example - Timor Leste	Mr. Filipe da Costa / Dr. Natalia dos Reis de Araujo	
11:36-11:48	Country example - South Africa	Rebone Ntsie	
11:49-12:00	Advocacy communications and tools available	Jeanette McCulloch (UNICEF)	
12:00 - 13:30	Lunch		Cafeteria
13:30 - 15:00	Theme 2: Identifying and managing industry interference		Auditorium
13:32-13:50		Marion Nestle (USA)	
13:50-14:05	Political interference by the baby food industry and what we can do about it	Phil Baker (Australia)	
14:05-14:25	Sierra Leone experience	Honorable Member of Parliament for Sierra Leone, David Shek Kassegbama	
14:25-14:40	Brazilian experience	Camila Maranhã Paes de Carvalho (Brazil)	

14:40-15:00	Q&A with all speakers	Moderated by Grainne Moloney
15:00 - 15:30	Coffee Break	In front of auditorium
15:30 - 17:30	Group work theme 2: Identifying and managing industry interference	Breakout rooms

Day	Time	Activity	Location
Wed 21/6	9:00 - 10:40	Theme 3: Implementing the Code into law	Auditorium
	9:00-10:00	Understanding the Code, including audience interaction and Q&A	Kathy Shats (UNICEF) and David Clark (USA)
	10:05-10:30	Linkages to other laws and international standards	Kate Robertson (WHO)
	10:30-10:35	Tools for better understanding the Code (model laws, clarifying documents)	Elizabeth Zehner (USA)
	10:35 - 11:00	Coffee Break	In front of auditorium
	11:00 - 12:00	Group work theme 3: Diagnosing national Code laws	Breakout rooms
	12:00 - 13:30	Lunch	Cafeteria
	13:30 - 15:00	Theme 4: Strengthening coordination and governance mechanisms in national laws	Auditorium
13:30-14:20	Addressing the root causes of poorly implemented Code legislation	Carlos Santos-Burgoa (USA) and Katherine Shats (UNICEF)	

14:20-14:45	Country panel	<p>Brazil - Sonia Venancio, Coordinator of Maternal and Child Health, Ministry of Health, Brazil</p> <p>Nepal - Shailendra Bir Karmacharya, Senior Consultant Pediatrician, Paropakar Maternity and Women's Hospital, Nepal</p> <p>South Africa - Rebone Ntsie, Director of Nutrition, National Department of Health, South Africa</p> <p>Philippines - Ms. Hannah Margaret Rabaja, Food and Drug Regulation Officer of Food and Drug Administration</p> <p>Moderator: Janneke Blomberg (UNICEF)</p>	
14:45-15:00	Q&A with all speakers and panelists		
15:00 - 15:30	Coffee Break		In front of auditorium
15:30 - 17:00	Group work theme 4: Addressing gaps and opportunities to strengthen governance mechanisms		Breakout rooms
17:00 - 18:30	Social hour / reception		Cafeteria

Day	Time	Activity	Location
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Thu 6/22	8:30 - 10:45	Theme 5: Monitoring and enforcing Code laws		Auditorium
	8:30-8:40	Recap of relevant issues discussed on Day 1 and introduction to Theme 5	Moderators	
	8:40-8:53	Establishing formal monitoring systems: The NetCode Ongoing Monitoring Protocol	Marcus Stahlhofer (WHO)	
	8:53-9:03	Grassroots monitoring	Arun Gupta (India)	
	9:05-9:30	Country examples on monitoring - Laos and Brazil	Dr. Khatthanaphone Phandouangsy (Laos) Dr. Renata de Araujo Ferreira (Brazil)	
	9:30-10:00	Options for monitoring digital marketing	Moderator: Nina Chad Panelists: Constance Ching (Malaysia) Ms Nguyen Mai Huong (Viet Nam)	Auditorium
	10:00-10:15	Considerations for ensuring effective legal enforcement	David Clark (USA)	
10:15-10:45	Country examples on enforcement - Cambodia and Kenya	Hou Kroeun and Chum Senveasna (Cambodia) Veronica Kirogo (Kenya)		
10:45 - 11:15	Coffee break		In front of auditorium	
11:15 - 12:30	Group work theme 5: Strengthening national monitoring and enforcement plans		Breakout rooms	
12:30 - 13:45	Lunch		Cafeteria	

13:45 - 15:30	Group work theme 6: Making concrete action plans		Breakout rooms
15:30 - 16:00	Coffee Break		In front of auditorium
16:00 - 17:15	Theme 6: Take action!		Auditorium
16:05-16:12	The role of civil society - experiences from Alive & Thrive	Paul Zambrano (A&T)	
16:13-16:20	The role of civil society - SUN CSA Zimbabwe	Kudakwashe Zombe (Zimbabwe Civil Society Alliance)	
16:21-16:30	Support from UN organizations	Laetitia Ouedraogo (WHO)	
16:30-17:30	Acknowledgement of commitments	Moderators	
17:30-18:00	Closing		Auditorium
17:35-17:45	Closing remarks	Dr Ailan Li (WHO)	
17:45-18:00	Closure by moderators	Grainne Moloney (UNICEF) and Laurence Grummer-Strawn (WHO)	