Recommendation Extract

**Recommendations for an International Code on Marketing of Foods and Non-Alcoholic Beverages to Children**

**The proposed approach**

The set of recommendations that we propose is based on the following key considerations:

1. The importance of restricting the promotion of energy-dense, nutrient poor foods and beverages that are high in fat, sugar or salt to children, while continuing to allow the promotion of foods that are in line with WHO dietary recommendations.
2. The public health imperative to ensure that all children are protected.
3. The importance of ensuring that all forms of current and potential promotional marketing techniques are incorporated and are treated equally.

**Proposal for an International Code on Marketing of Foods and Non-Alcoholic Beverages to Children**

**Article 1. Aim of the Code**

This Code aims to protect present and future generations from the damaging health, social and economic consequences of consumption of energy dense, nutrient poor foods high in fat, sugar or salt, and to promote responsible food marketing to children that supports the Global Strategy on Diet, Physical Activity and Health by restricting the marketing of these products to children.

**Article 2. Scope of this Code**

This Code applies to all forms of food marketing to children.

**Article 3. Definitions**

**Article 4. Energy dense, nutrient poor foods high in fat, sugar and salt**

**Article 5. Broadcast marketing**

**Article 6. Non-broadcast marketing**

**Article 7. Indirect advertising to parents or adults**

**Article 8. Interpretation**

**Article 9. Implementation**

**Article 10. Monitoring and enforcement**