



IAP RECOMMENDATION FOR MEMBER STATES,
GOVERNMENTS, PARLIAMENTS, JUDICIARY
AND COMPANIES

The food industry, obesity and NCDs

To tackle rising obesity and NCDs among women, children and adolescents, governments and parliaments should regulate the food and beverage industry, and adopt a binding global convention. Ministries of education and health should educate students and the public at large about diet and exercise, and set standards in school-based programmes. Related commitments should be included in the next G20 Summit agenda.

KEY MEASURES FOR MEMBER STATES

UN Member States should develop a binding global convention to promote healthy diets and restrict marketing of unhealthy commodities by the food and beverage industry.

The convention, to be negotiated after broad public consultation, should:

- **Establish minimum legal requirements** to guide governments in developing regulations.
- **Bring together existing international standards**—including the International Code of Marketing of Breast-milk Substitutes—as well as guidelines on marketing to children and adolescents.
- **Require reporting by Member States and invite independent reports** by the UN, civil society and academic coalitions, as well as by the food and beverage industry, and make these publicly accessible.
- **Establish an independent global review mechanism** in addition to national participatory reviews.

KEY MEASURES FOR GOVERNMENTS, PARLIAMENTS AND JUDICIARY

National governments, parliaments and the judiciary should enact and enforce regulations and legislation to curb the food and beverage industry's production and marketing of unhealthy products, with particular attention to women, children and adolescents.

- Ban televised marketing of unhealthy food and beverages during hours when children are prime audience viewers.
- Tax unhealthy foods and beverages—including sugary drinks.
- Require reductions in unhealthy contents of foods and beverages and mandate clear labelling for informed decision-making by consumers.
- Require nutritious school meals and implement health education programmes.
- Harmonize national legislation with the International Code of Marketing of Breast-milk Substitutes.
- Develop innovative policies and fiscal incentives to encourage the food and beverage industry to produce healthier foods and snacks.

KEY MEASURES FOR GOVERNMENTS AND COMPANIES

Governments and companies should ensure that socially responsible commitments to women's, children's and adolescents' health are included in the agenda of the next G20 Summit, with a focus on tackling obesity and NCDs. Minimum do-no-harm standards on public health should be established for companies joining the B20 (representing the G20 business community); these should extend across the borders of corporate operations, including through extraterritorial enforcement mechanisms.

Reference

Independent Accountability Panel. **Private Sector: Who is Accountable?** woman's, children's, and adolescents' health. 2018. www.iapewec.org/reports/2018report.

ABOUT THE IAP

The Independent Accountability Panel for Every Woman, Every Child, Every Adolescent (IAP) is appointed by the UN Secretary-General. It is composed of an internationally-recognized group of experts in health and human rights, who serve in their individual capacities. The IAP's main functions are to:

- Independently review progress and accountabilities towards achieving the EWEC Global Strategy objectives aligned with Universal Health Coverage (UHC) and Sustainable Development Goal (SDG) 3; and provide actionable recommendations
- Disseminate IAP reviews and recommendations to support country action and impact
- Promote accountability principles and advocate for remedy and action.

The IAP is the only independent accountability mechanism established under the SDGs so far. The panel recommends the development of an integrated accountability mechanism under UHC, addressing non-communicable and communicable diseases, emergencies and other SDG 3 issues. It should prioritize accountability for the health of women, children and adolescents, and others left furthest behind.

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