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Subject: FW: INFORM: World Health Assembly May 23-28

From: Michael Goltzman
Sent: Saturday, May 21, 2016 3:37 PM
To: Global Pac Leadership Team ; Wamwari Waichungo ; Ed Hays
Cc: Wouter Vermeulen ; Jonathan Rief ; Paivi Julkunen ; Robert Earl ; Alberto Aranda ; Anna Kozlovskaya ; Archawat Chareonsilp ; Arti Arora ; Christine Black ; Claudia Lorenzo ; Elaine Bowers Coventry ; Heidi Koester Oliveira ; Hugh Lippman ; Ian Hirschfeld ; Ishteyaque Amjad ; Javier Meza ; Jennifer Ann Ragland ; Jiantao Zhang ; Jirawat Poomsrikaew ; Joan Prats ; Joel Morris ; Joseph Scivicque ; Kate Irvin ; Katherine Cherry ; Katherine Rumbaugh ; Kathryn Casson ; Katie Condon ; Kelly Johnstone ; Laurent Turpault ; Melina Androutsopoulou ; Michael J. Moore ; Miguel Mira ; Mikael Bonde Nielsen ; Missy Owens ; Nikolaus Tacke ; Norah Odwesso ; Olga Reyes ; Patrick Kammerer ; Rich DeAugustinis ; Robert Mack ; Robert Wilkinson ; Sinan Cem Sahin ; Soledad Izquierdo ; Sydney A Taylor ; Victor Bicca Neto ; Vittorio Cino ; Vukani Magubane ; Yumi Goto ; Zehavi Brauner
Subject: INFORM: World Health Assembly May 23-28

Dear Colleagues,

An important update from Wouter about Geneva activities next week for the 2016 World Health Assembly.

Thanks.

From: Wouter Vermeulen
Sent: Wednesday, May 18, 2016 5:51 AM
To: Michael Goltzman >
Subject: Inform: World Health Assembly May 23-28

The Sixty-Ninth World Health Assembly will be held in Geneva from 23-28 May. The key items for our industry on the agenda are the following:

* Framework of engagement with non-State actors (FENSA):

? Member States have been negotiating for more than a year on a Framework to regulate WHO's engagement with the private sector and NGOs. At the onset of this process, certain Member States and NGO's wanted to treat the F&B industry in a similar way as the tobacco industry, where no engagement would be allowed. Through our trade associations and outreach with Member States we have advocated for the potential of the private sector to positively contribute to public health challenges.

? The current compromise wording is: "WHO will exercise particular caution, especially while conducting due diligence, risk assessment and risk management, when engaging with private sector entities and other non-State actors whose policies or activities are negatively affecting human health and are not in line with WHO's policies, norms and standards, in particular those related to non-communicable diseases and their determinants."

? Negotiations continue and it is possible that the final wording can change.

Report of the Commission on Ending Childhood Obesity (ECHO):

? Recommendations of the ECHO report - published in January this year and endorsed by DG Chan, will be officially shared (and discussed) with the Assembly. While the report recommends a broad set of actions covering nutrition, physical activity, early childhood diet and pregnancy care, it also asks Member States to implement comprehensive programmes that promote the intake of healthy foods and reduce the intake of unhealthy foods and sugar-sweetened beverages by children and adolescents. According to the report this could be achieved through a variety of mechanisms including taxes on sugar-sweetened beverages.

? We understand that a few Member States are planning to introduce a draft decision for consideration by the World Health to give the Report on ECHO some sort of standing / political recognition going forward.

? It is clear that this Report will give Member States additional inspiration for interventions to address childhood obesity. Through the Coca-Cola system's actions at country level we should try to stay ahead of the curve, demonstrating how we can help reduce added sugar intake from children.

* Other points of interest:

? Key note speech from DG Chan - The DG's most important annual address traditionally includes a few messages for the food industry. This speech will also kick off her final year as head of the WHO: she may take this opportunity to step up the pressure on the industry, including on issues like transparency and accountability.

? Process to elect next Director-General of WHO begins: As of 22 April 2016, Member States may submit potential candidates for the next DG (deadline 22 September). In January 2017, the Executive Board will select 5 candidates, interview them and nominate up to 3 candidates to be submitted to the WHA in May 2017. DG Chan's mandate officially ends on 30 June 2017. For more information click here. Tedros Adhanom Ghebreyesus of Ethiopia and Dr. Philippe Douste-Blazy of France are among the likely contenders.

? Prevention and control of NCDs: responses to specific assignments in preparation for the third High-level Meeting of the UN on NCDs (2018): The 2018 UN NCD High Level Meeting will be the most important event ahead in the NCD field.

? Health in the 2030 Agenda for Sustainable Development: Since "Good health and well-being" feature prominently in the Sustainable Development Goals, adopted in NY in 2015, the industry has been invited to play an stronger role in promoting a sustainable (& healthy) future - IFBA intends to be part of that effort.

Kind regards,

Wouter Vermeulen