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INTERNATIONAL



World Health  
Organization  
Representative Office  
for Cambodia



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February 22, 2019

## Joint Statement on The Enforcement of Sub-Decree 133 In Cambodia

We, Helen Keller International (HKI), the World Health Organization (WHO), UNICEF, Save the Children (SCI), and World Vision International (WVI), commend the strong actions of the Royal Government of Cambodia and the Ministry of Health on the 11<sup>th</sup> and 12<sup>th</sup> of February 2019 against two separate companies found violating Cambodia Sub-Decree 133. Each company was fined 2,500,000 Riel for repeat activities promoting breast milk substitutes in a way that violates the International **Code** of Marketing of Breast-milk Substitutes and Cambodian law, endangering the lives of infants and young children in the Kingdom.

We would like to take this opportunity to congratulate the Royal Government of Cambodia and the Ministry of Health for taking this major step to protect the health and well-being of Cambodian children.

Sub-Decree 133, the Sub-Decree on The Marketing of Products for Infant and Young Child Feeding, plays a critical role in promoting and protecting the nutrition and health of children in Cambodia. It does so by monitoring and restricting the advertising, marketing and labeling of infant and young child feeding products, including infant formula and other breastmilk substitutes. Since the establishment of the National Oversight Board and the Executive Working Group for Sub-Decree 133 in 2014, the Royal Government of Cambodia has worked hard to improve monitoring and enforcement of the Sub-Decree 133 despite many challenges, including lack of coordination among involved stakeholders and limited resources.

Scaling up appropriate breastfeeding practices would prevent an estimated 823,000 child deaths every year globally, and breastfeeding contributes to improved cognitive development, school achievement, and future earning potential. The World Health Organization, UNICEF, HKI, WVI, SCI and the Ministry of Health call for exclusive breastfeeding for the first six months of life, with continued breastfeeding until two years of age or beyond.

Sub-Decree 133 helps protect Cambodian children and their families from misleading and inappropriate promotion of infant formula and other breastmilk substitutes. The Sub-Decree was first developed in 2001 by the Infant and Young Child Feeding Technical Working Group, led by the National Nutrition Program of the National Maternal and Child Health Center, under the Ministry of Health. Prime Minister Samdech Akka Moha Sena Padei Techo Hun Sen approved the Sub-Decree on November 18, 2005. In 2014 the Royal Government of Cambodia renewed its dedication to protecting and promoting breastfeeding through monitoring and enforcement of Sub-Decree 133. The Sub-Decree is enforced through joint efforts, led by the Ministry of Health, in conjunction with the Ministry of Commerce, Ministry of Information, and Ministry of Industry and Handicraft. Effective



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monitoring and enforcement of the Sub-Decree requires integrating Sub-Decree 133 monitoring into routine training, monitoring and reporting services of the ministries, as well as taking actions against violators. Doing so will ultimately result in better prospects and futures for the children of Cambodia. We applaud the continued dedication and commitment of the Royal Government of Cambodia in their efforts to protect and promote children's well-being and nutrition.

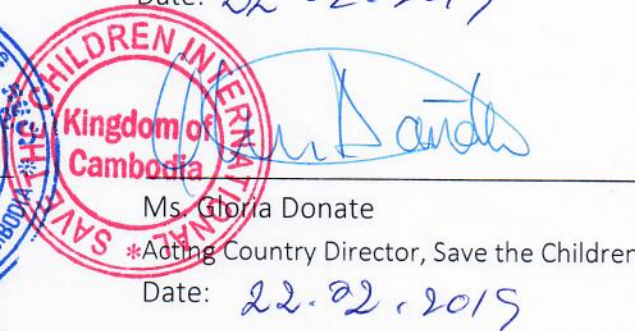
Dr. Kumanan Rasanathan  
Acting Representative, WHO  
Date: 22-02-2019



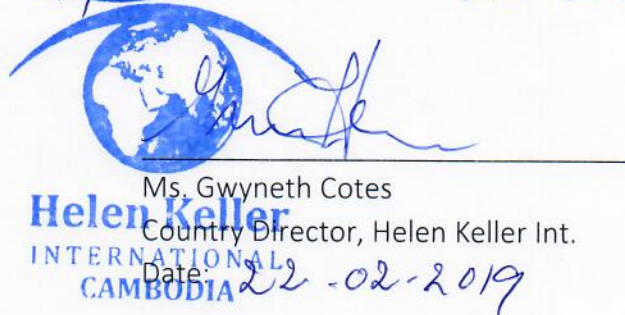
Ms. Cristian Munduate  
Representative, UNICEF  
Date: 22-02-2019



Mr. Robert Gillen  
National Director, World Vision Int.  
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