

愛嬰資訊

Baby Friendly Newsletter

2011年10月號 Oct 2011



封面故事 Cover Story:

2011年國際母乳哺育周活動回顧
Celebration of
World Breastfeeding Week 2011

愛嬰工作間

Mother-baby Friendly Workplace:

專訪聯合國兒童基金會香港委員會

Interview with

Hong Kong Committee for UNICEF



Baby Friendly Hospital Initiative
Hong Kong Association
愛嬰醫院香港協會

unicef
聯合國兒童基金會

今期內容 Content



01

主席的話

Message from the chairperson

02 - 04

2011年國際母乳哺育周活動回顧

Celebration of World Breastfeeding

Week 2011

05 - 06

2011年度醫院問卷調查結果

Results of Annual Survey on

Breastfeeding 2011

07

愛嬰工作間－

專訪聯合國兒童基金香港委員會

Mother-baby Friendly Workplace –

Interview with Hong Kong

Committee for UNICEF

08

愛嬰新知

Baby Friendly updates

09

母乳餵哺新聞

News on Breastfeeding

10

我們需要您的支持！

We need your support!

主席的話

Message from the Chairperson

今年國際母乳哺育周的主題旨在呼籲加強溝通，令社會大眾都認識及正面地看待母乳哺育的議題。為了配合主題，今年本會跟衛生署家庭健康服務及醫院管理局攜手舉辦一連串活動，特別希望鼓勵媽媽及家人能分享自身的經驗。今期的通訊跟大家重溫了各項活動的點滴。

我們亦分享了本會的周年問卷調查結果。結果顯示父母都知道母乳哺育的好處。然而，很多母親因需要返回工作崗位而放棄持續的母乳哺育。因此我們專訪了一個愛嬰工作間的例子，希望雇主及雇員可以加強溝通，設立愛嬰工作間，令雇員可以兼顧工作及餵養小孩。

要實現一個對母嬰友善的社會，社會各界的配合都是十分重要的。我們相信，只要大眾都認識母乳哺育，並願意在生活上作出簡單的配合，我們將會一步一步地實現這個理想。

The theme for World Breastfeeding Week 2011 focused on the importance of communication. To echo the theme, BFHIHKA together with the Department of Health Family Health Service and the Hospital Authority organized a series of activities. The aim was to encourage exchange of experience by mothers and family members. In this issue of the newsletter, we are sharing with you some highlights of these activities.

We will also report briefly the results of our annual survey. Most parents recognize the benefits of breastfeeding. Yet, many mothers give up breastfeeding when they return to work. Therefore, we conducted an interview on a Mother Baby Friendly Workplace. We hope to encourage communication between employers and employees so that arrangements can be made to facilitate working mothers breastfeeding their babies.

To achieve a mother baby friendly society, we need joint effort from all sectors of the society. We believe that if more people know about breastfeeding, and are willing to take small steps to support breastfeeding, we will be closer to our goal every day.

葉麗嫦醫生

Dr. Patricia Ip



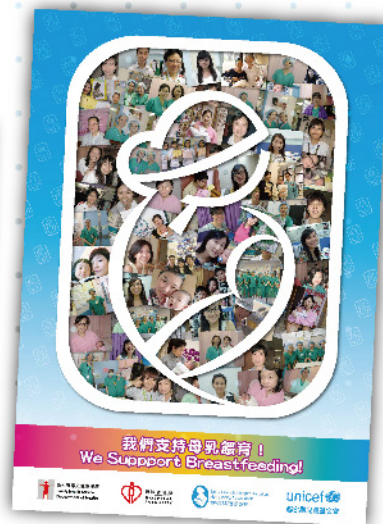
2011 年國際母乳哺育周活動回顧

Celebration of World Breastfeeding Week 2011



「經驗分享－母乳哺育：挑戰變樂趣」參加者林靜雯及羅慧敏的分享作品。

Submissions by Ms. Crow Lam and Ms. Law Wai Mun, for the activity "Share your experience – Overcoming Breastfeeding Challenges".



「我們支持母乳哺育！」海報
"We support breastfeeding!" poster

為了慶祝國際母乳哺育周，聯合國兒童基金會愛嬰醫院香港協會、衛生署家庭健康服務及醫院管理局在本年六月至七月間，舉辦了一連串活動，呼籲大眾共同支持母乳哺育。

From June to July this year, UNICEF Baby Friendly Hospital Initiative Hong Kong Association (BFHIHK), Department of Health Family Health Service and Hospital Authority organized a series of activities to celebrate World Breastfeeding Week.

活動一：「我支持母乳哺育！」相片大募集

Activity 1: "I Support Breastfeeding" Photo Collection

超過 120 位參加者提交了他們的相片，表示他們是母乳哺育支持者！當中除了母乳哺育的媽媽之外，亦不乏家人和已長大成人的子女，以及努力工作的 frontline 醫護人員。

More than 120 participants submitted photos of themselves to show their support for breastfeeding! Other than mothers, family members including grown up children also participated. Healthcare professionals who work hard everyday to help mothers and their babies certainly did not miss out the opportunity either!

他們的相片最後製作成為海報，分發至各母嬰健康院及醫院，作宣揚大眾共同支持母乳哺育的訊息。

Activity 2: Share your experience – Overcoming Breastfeeding Challenges

活動二：經驗分享－母乳哺育：挑戰變樂趣

媽媽們以不同的媒體，分享了她們如何克服母乳哺育的種種挑戰，及當中的心路歷程。她們的分享給上載至「國際母乳哺育周(香港)」的 facebook 專頁，及在 7 月 30 日的活動當天展出。

Participating mothers submitted articles and photos to express their experience and feelings when faced with breastfeeding challenges. These were shared with the public on the facebook fan page of "World Breastfeeding Week (Hong Kong)" and exhibited at our Action Day venue on 30 July.

今年母乳哺育周的主題是「齊傾齊講！支援母乳哺育多面睇」，旨在呼籲加強溝通，令母乳哺育的正面知識及資訊在社會中廣泛流傳，使市民大眾了解母乳哺育的重要性，締造對母嬰友善的環境。

The theme for World Breastfeeding Week 2011 was "Talk to me! Breastfeeding – a 3-D experience" which focused on the importance of communication and a wider outreach of breastfeeding information, and hence to develop a positive attitude on breastfeeding among the general public





活動三：齊傾齊講！母乳哺育經驗分享會

Activity 3: Let's Talk! Sharing Session on Overcoming Breastfeeding Challenges

在7月30日早上，我們邀請了支持母乳哺育的家庭聚首一堂，分享他們如何克服在餵哺母乳時遇上的種種挑戰。一眾出席的家庭十分踴躍發言。除了媽媽的親身經驗，更有不少爸爸及其他家人分享了他們如何以行動支持媽媽餵哺母乳。

其中一位參與爸爸坦言，初期對母乳的好處不了解，見自己的孩子的體重及體型比其他同齡嬰孩較輕較小，便感到擔心，更曾經反對太太餵哺母乳，幸得太太一直堅持。後來他了解到母乳對嬰孩最好，而自己的孩子十分健康，所以才消除了疑慮。他的太太也分享當時她感到的沉重壓力，及強調家人的了解及支持對媽媽堅持哺育是十分重要的。

On 30th July, families came together to share how they overcame breastfeeding challenges. Not only mothers shared their experience. Fathers and other family members also shared how they supported mothers with their actions.

One of the participating fathers said that he had opposed his wife breastfeed due to a lack of knowledge of the benefits of breastfeeding. Seeing his child being lighter and smaller than other children of a similar age, he was worried. Later he was relieved as he learned more about the importance of breastfeeding and witnessed his child growing healthily. He was thankful that his wife had persisted.

His wife then recalled her intense stress when faced with discouraging family members. She emphasized that it is important to have supportive family members who understand that breastfeeding is the best for the baby.



「齊傾齊講！母乳哺育經驗分享會」中，一眾家庭踴躍發言。
Families actively participated in the "Let's Talk! Sharing Session on Overcoming Breastfeeding Challenges".





香港中文大學醫學院的學生代表播放短片，呼籲大眾關注嬰兒配方奶令嬰兒承受的健康風險。

Student Representatives of CUHK shared their short film on health risks of formula-feeding.

活動四：國際母乳哺育周 2011 記者招待會

Activity 4: World Breastfeeding Week 2011 Press Conference

分享會後，我們隨即舉行了國際母乳哺育周的周年記者招待會。為了響應今年「加強溝通」的主題，我們特意加入媽媽及年青人的聲音。

會中，聯合國兒童基金香港委員會主席陳晴女士分享了她的作為餵哺母乳媽媽的經驗。她跟很多媽媽一樣，都曾遇過母乳哺育的困難。要克服這些困難，她認為家人的支持及認同、以及僱主的配合都是十分重要的。

另外我們亦特意邀請了香港中文大學醫學院的學生代表馮靖淇小姐及鄧子蕙小姐參與，代表年青一代支持母乳哺育的聲音。她們發現香港的父母很多都知道母乳的好處，但嬰兒配方奶仍然大行其道。為了找出原因，她們分析比對了嬰兒配方奶及母乳哺育的宣傳手法。

她們表示嬰兒配方奶粉公司常以鋪天蓋地的宣傳，以名人吸引大眾，又誇大嬰兒配方奶粉的好處。反觀醫護人員由於多以事實、證據與媽媽溝通，相比之下，難免顯得沉悶。而且宣傳母乳的地方多局限於醫療機構內。她們建議有關當局應該加快步伐，執行世界衛生組織的守則，禁止所有嬰幼兒配方奶粉廣告，也應令母乳哺育的宣傳資料更大眾化，多強調母乳哺育的好處。她們更播放了一套她們以幽默手法製作的短片，希望喚起大眾關注嬰兒配方奶令嬰兒承受的眾多健康風險。

The Annual Press Conference of World Breastfeeding Week was held right after the sharing session. To echo the theme this year, we invited the participation of mothers and young people.

During the press conference, Chairman of the Hong Kong Committee for UNICEF Ms. Judy Chen shared her experience as a breastfeeding mother. Like many mothers, she encountered difficulties. She thought that family support as well as flexible work arrangement by employers are important.

Besides, as young people concerned with breastfeeding, student representatives from the medical school of the Chinese University of Hong Kong, Ms Kiki Fung and Ms Sherry Tang voiced their opinion. They found many parents recognized the benefits of breastfeeding and yet formula feeding was still very prevalent. This led them to initiate a comparative study on marketing strategies of formula milk and breastfeeding promotion.

They found that the formula companies use large-scale advertisement everywhere with promotion by celebrities and exaggerate the benefits of formula milk. On the contrary, healthcare workers focus more on communicating facts and evidence to mothers which is comparatively boring. Furthermore, promotional materials were mostly found in healthcare facilities only. The medical students urged the authority to expedite the implementation of WHO's Code and prohibit all advertisement on formula for infants and young children. They also suggested that promotional materials on breastfeeding should be more reader-friendly and emphasise more on the benefits of breastfeeding. They concluded by showing an interesting short film to raise public awareness on the potential health risks of formula-feeding.



聯合國兒童基金香港委員會主席陳晴女士分享她如何克服餵哺母乳的挑戰。

Ms. Judy Chen, Chairman of the Hong Kong Committee for UNICEF shared how she had overcome her breastfeeding challenges



2011 年度醫院問卷調查結果

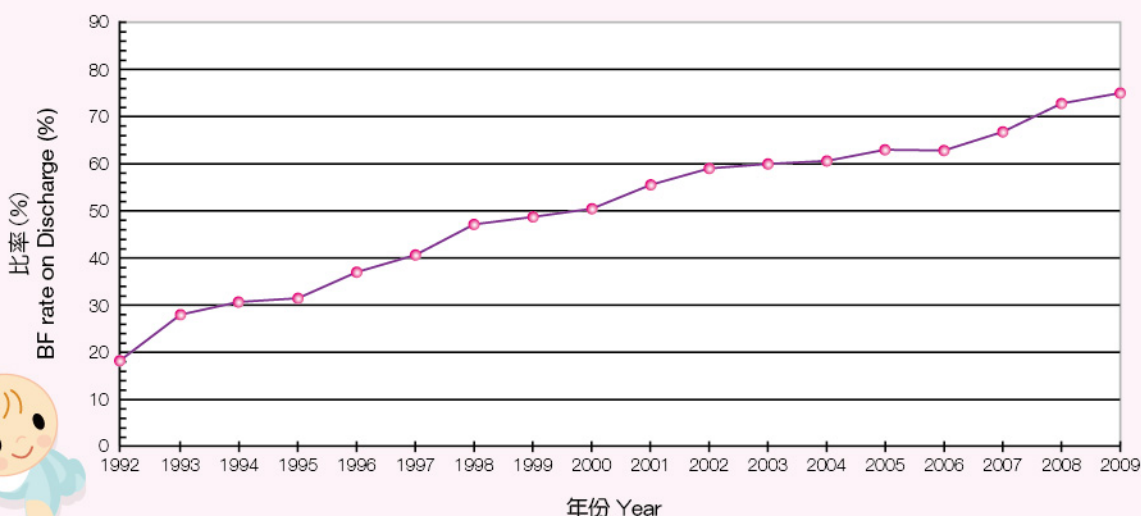
Results of Annual Survey on Breastfeeding 2011



為了解香港推行母乳育嬰的情況及成效，本會每年均會就母乳餵哺比率、各設有婦產科的醫院推行《成功母乳育嬰十項指引》的狀況以及在醫療機構內遵守《國際母乳代用品銷售守則》的情況作問卷調查，並於國際母乳哺育周公布結果。

To monitor the trend of breastfeeding and the effectiveness of its promotion, BFHIHK conducts an annual survey on the breastfeeding rate in Hong Kong, maternity units' fulfillment of the Ten Steps to Successful Breastfeeding and healthcare workers' observation of the compliance to the International Code of Marketing of Breastmilk Substitutes in their hospitals. The results are released in the World Breastfeeding Week.

本港母乳餵哺率 (出院計) (1992 - 2010)
Breastfeeding rate on Discharge (1992 - 2010)



母乳餵哺比率 (以出院計)

本會向 18 所設有婦產科醫院發出問卷。調查結果顯示，2010 年出院時之母乳餵哺比率為 79.2%，比 2009 年的 76.7% 微增 2.5%。這代表在港的父母多了解到母乳的好處，所以在初生階段大多選擇母乳哺育。

然而，於公立醫院在 2010 年中不同時期內錄得住院期間純母乳餵哺率由 6% 至 42% 不等。由 6 所私立醫院提供同樣在不同時期內錄得的數據範圍由 1% 至 94%。這表示母乳哺育在不同醫院中的推行情況有着很大的差距。

Breastfeeding Rate on Discharge

Questionnaires were sent to 18 Hong Kong hospitals with maternity units. The breastfeeding rate upon discharge from the maternity units in 2010 was 79.2%, a slight increase of 2.5% over the 76.7% for births in 2009. This showed that most parents in Hong Kong recognized the benefits of breastfeeding, and chose to breastfeed their babies at birth.

However, the exclusive breastfeeding rate at public hospitals at varying periods of the year during 2010 ranged from 6% to 42%, while data obtained from private hospitals ranged from 1% to 94%. This showed that breastfeeding in practice varied much across hospitals.





成功母乳育嬰十項指引

《成功母乳育嬰十項指引》是一套供醫院產科遵行的指引，讓產科能提供應有的母乳育嬰支援服務給母親。在本問卷調查中，各醫院自我評估其推行指引的狀況，當中在實施母嬰同房的情況值得關注。結果顯示，仍有 44% 醫院，主要是私營醫院，沒有讓母親和初生嬰兒日夜同房，影響母乳餵哺機會。另外，只有 22% 的母親在生產後即時與新生嬰兒能有多於 1 小時肌膚接觸，雖然已較去年的 13% 有所上升，但仍然偏低。

嬰孩在初生階段與母親的肌膚接觸對成功餵哺母乳有着決定性的影響。本會呼籲醫院盡快實施母嬰同房，去除令母乳餵哺變得困難的因素。

國際母乳代用品銷售守則

本問卷會就醫護人員在其院內的觀察，來評估嬰兒食品製造商在院內遵守《國際母乳代用品銷售守則》的程度。從 2010 年 4 月開始，公立醫院已停止接受免費的母乳代用品，私家醫院亦響應這個做法。問卷結果顯示，2011 年 7 月只有 2 間私家醫院仍接受配方奶粉公司所提供的免費母乳代用品。由於公立醫院購買母乳代用品同時要求奶粉商於醫院內遵守守則，違反其他守則的情況也減少了。這為醫院爭取成為愛嬰醫院移除了一大障礙，成績令人鼓舞。

有關調查結果的詳細內容，請於本會網頁 (www.babyfriendly.org.hk) 下載報告全文，或致電本會 (2591 0782) 索取。

The Ten Steps to Successful Breastfeeding

The Ten Steps to Successful Breastfeeding are a set of guidelines for hospitals with maternity units. The ten steps ensure the hospitals provide optimal breastfeeding support to all mothers. In the survey, each hospital self-evaluated their implementation of the ten steps. Of the steps, the implementation of rooming-in was of particular concern. 44% of the hospitals, mainly in the private sector, still did not allow mothers and babies to stay in the same room day and night. Besides, only 22% of mothers had skin-to-skin contact with their babies for more than 1 hour immediately after birth. Although this had increased when compared with the 13% for 2009, it was still on the low side.

Skin-to-skin contact at birth is crucial to the success of breastfeeding. BFHIHKA urges hospitals to practice rooming-in as soon as possible and remove hurdles that make breastfeeding difficult.

The International Code of Marketing of Breast-milk Substitutes

The survey asked about the compliance within the hospital compound of The International Code of Marketing of Breast-milk Substitutes by manufacturers of infant formula as observed by healthcare workers. From April 2010, all public hospitals discontinued accepting free supplies of infant formula and many private hospitals then followed such a policy. By July 2011, only two hospitals accepted free infant formula. Because public hospitals require manufacturers to comply with the Code within hospital premises upon the purchase of infant formula, there were less violations of the Code noted. This is an encouraging achievement since discontinuation of free supplies has removed a big obstacle for hospitals to become baby friendly.

For details of the survey, please refer to our full report obtainable from our website (www.babyfriendly.org.hk) or call us at 2591 0782.



Baby Friendly Workplace – Interview with the Hong Kong Committee for UNICEF

作為一個支持母乳哺育的機構，聯合國兒童基金香港委員會在辦公室內設立了育嬰室，為初為人母的 Simmy 提供了合適的工作環境，使她可以兼顧事業及餵養嬰孩。

As an organization which advocates breastfeeding, the Hong Kong Committee for UNICEF (HKCU) set up a nursing room when Simmy returned to work after her maternity leave. This provides her with an appropriate working environment so that she does not have to choose between work and feeding her baby.

「上一次有同事懷孕已經是二十年前的事了，所以我們對再次有小生命誕生都十分雀躍」，聯合國兒童基金香港委員會總幹事陳文端女士說。「我們詢問了專家的意見，發現要設立一個育嬰室是一個很容易的事情。再配合一些靈活的工作安排，讓 Simmy 可以在工時內到育嬰室擠奶，就可以令 Simmy 兼顧工作及餵養寶寶。」

"The last time our colleague had a baby was more than 20 years ago. That's why we were so excited about Simmy's pregnancy," said Ms Irene Chan, the chief executive of the HKCU. After consulting experts, we found that it is very easy to set up a nursing room. Together with some flexible work arrangement that allows Simmy to express her milk during working hours, Simmy can then continue to work and breastfeed her baby."

「這是一份最好的產後禮物」Simmy 說。她在剛懷孕時已經決心要以純母乳餵養她的孩子最少半年。「母乳不單是最好、最有利於孩子健康的食物，而且使用嬰兒配方奶還會為寶寶帶來很多健康危機。」在雇主的配合之下，Simmy 成功以純母乳餵養她的兒子 Caden 六個月，及會繼續餵母乳直至孩子自己戒奶。

"This is definitely the best gift," said Simmy. She made up her mind to exclusively breastfeed her baby for at least 6 months once she learned about her pregnancy. "Breastfeeding is the best and healthiest source of nourishment for my baby, not to mention the potential health risks of feeding my baby infant formula." Simmy eventually exclusively breastfed his baby son, Caden for six months, and will carry on breastfeeding until he weans himself.

「我們呼籲更多機構為雇員設立育嬰室，令工作不再是母親放棄母乳育嬰的原因」，陳文端女士說。「這不單對母子健康有益處，更能減少員工因孩子的健康問題而請假，促進工作效率。而且能減輕雇員的心理壓力，增進雇員對公司的歸屬感。」

"I urge more companies to set up nursing rooms for their employees so that work will no longer be the reason for mothers to give up breastfeeding their child," said Ms Irene Chan. "It is not only for the health of the mothers and the children. It also lowers absenteeism due to mothers taking leave to care for their sick children, and hence improves work efficiency. Besides, this alleviates the employees' pressure, and develops their sense of belonging for the company."

Simmy 認為，除了雇主的支持，雇員應主動向雇主提出自己的需要也是很重要的。這令雇主能盡早計劃在工作安排及環境上配合雇員的需要，那就事半功倍了。

Other than support from employers and colleagues, Simmy thinks that it is also important for employees to take the initiative to inform employers about the employees' needs. This gives time for the employer to rearrange duties and the work environment according to the employees' actual needs.

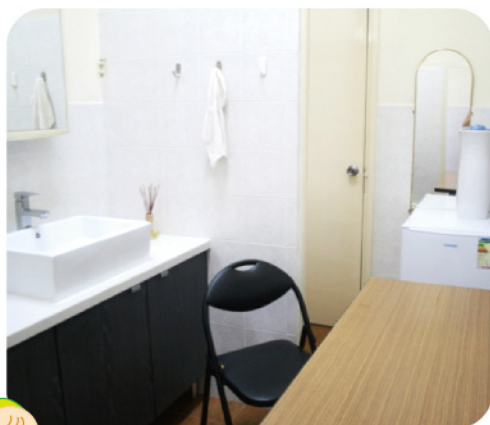
For enquiry about setting up a Baby Friendly Workplace, please contact us at 2591 0782.

育嬰室所需的設施十分簡單，包括：

- 1. 一個清潔的私人空間
- 2. 一張舒適有靠背的椅子、電動擠奶器所用的電插座，及可供洗手及清洗器具的洗手盆
- 3. 一個供儲存母乳的小型雪櫃

Setting up a nursing room is easy. Basic facilities includes:

- 1. A clean, private area for the mother to express breastmilk
- 2. A comfortable chair, an electric outlet for breast pump, and a sink for washing hands and equipment
- 3. A small refrigerator for safe storage of expressed breastmilk



長期餵哺母乳有助減低小孩的行為問題 Longer duration of breastfeeding associated with less behaviour problems

在英國有研究分析了 10,037 對母嬰的數據，發現當中有四個月或以上以母乳餵養的小孩，到他們五歲時出現行為問題的比率較其他的孩子少。

研究人員指這可能因為母乳含大量對腦部發展及功能很重要的必需脂肪酸、生長因子及荷爾蒙；另外，母乳餵養增加母嬰相處互動的時間，增進嬰孩學習社會中可接受的行為規範；而且母乳餵養減低小孩受感染及入住醫院的機會，故亦減低母嬰分隔。



In the UK, researchers analysed data from 10,037 mother-child pairs. Children breastfed for 4 months or longer were found to be associated with a lower chance of having behaviour problems at 5 years of age.

Possible explanations include consumption of nutrients in breastmilk that are important for brain development and function, such as large amount of essential fatty acids, growth factors and hormones. The children would also interact with their mothers more frequently, so that they may have better learning of acceptable behaviour. In addition, compared to formula-fed children, breastfed children are less prone to infections and hospitalisations and hence have less separation from parents.

資料來源 Source: Arch Dis Child 2011;96:635-642

母乳哺育有助兒童發展 Breastfeeding as a protective factor to child development

早期兒童的生活經驗會影響兒童腦部的發展。2007 年醫學雜誌 The Lancet 首次發表了一系列有關兒童發展的文章，列出了令全球 2 億兒童未能充分地發展其潛能的因素。2011 年 The Lancet 發表了第二系列，以新的知識，重新檢視阻礙及保障幼兒發展的因素，以及如何減輕中、低收入國家中這些不平等現象的策略。當中，母乳哺育及婦女教育是保障兒童充分發展的重要因素。

Early childhood experiences affect brain development. In 2007, The Lancet published the first series on child development identifying factors that impede over 200 million children round the world developing to their full potentials. A second series in 2011, taking into account updated information, looked at the risk and protective factors for early child development and strategies to reduce such inequalities in low and middle-income countries. Specifically, breastfeeding and maternal education were found to be the protective factors.

資料來源 Source: Lancet 23 / 09 / 2011



改善兒童營養不良應以社區為本 Cure for Child Malnutrition should be community-based

國際嬰兒食品行動網 (IBFAN) 近日發表了一則有關推廣及使用商業添加食品作為解決兒童營養不良的聲明。他們憂慮這些食品被推廣為兒童營養不良的預防方法及「快速治療」，而忽視了以社區為本的措施及基本誘因，例如全球性社會及經濟不均、婦女權利被剝奪、缺乏衛生設備、重複的腹瀉及呼吸道感染而沒有經濟上可應付的醫療服務與及長久饑荒。



他們認為不應以治療急性營養不良的昂貴即用治療食品作為治理慢性營養不良的方法。重要的是針對問題根源及改善嬰幼兒餵養方法，包括推行母乳餵哺以防止嬰幼兒營養不良。他們促請食用土產的輔食品，並禁止以商業添加食品解決營養不良的宣傳。況且，此等商業食品同時與肥胖也有關連。

The International Baby Food Action Network (IBFAN) recently released a statement on the promotion and use of commercial fortified foods as solutions for child malnutrition. They are concerned that such foods are promoted as “quick fixes” for both the prevention and treatment of child malnutrition ignoring community-based approaches and basic causative factors such as global social and economic inequity, disempowerment of women, lack of hygiene and sanitation, repeated diarrhoeal and respiratory illnesses without affordable health care and chronic hunger.

Therapy for acute malnutrition with ready-to-use therapeutic foods which is expensive should not spill over to chronic malnutrition. It is important to tackle the root causes and improve infant and young child feeding practices including breastfeeding as preventive measures. Besides, they urged the use of indigenous or local complementary foods and prohibit the promotion of commercial fortified foods as a solution for undernutrition when at the same time, there is concern with such commercial foods' association with obesity.

資料來源：國際嬰兒食品行動網 2011 年 8 月

Source: IBFAN August 2011

港母因工作棄哺乳 香港營養學會促延長產假 Mothers give up breastfeeding for work; Dietitians urge for longer maternity leave

香港營養學會委託中大香港亞太研究所進行了一項研究，當中以電話訪問了 402 名媽媽。調查顯示，95% 的受訪者均知道餵哺母乳的好處、84% 曾餵哺母乳。然而有 50% 受訪者餵哺母乳少於 3 個月，只有 6.3% 能持續 1 年或以上，表示餵哺母乳的持續性並不理想。

調查亦問及她們放棄的原因，當中 45% 的受訪者表示因為工作而不能持續哺乳。香港營養學會表示，香港法定有薪產假為 10 周，比很多亞洲國家如中國內地、韓國、泰國等地的 90 天為短，促政府延長產假，並加強宣傳及增建哺乳間。

Hong Kong Nutrition Association commissioned Hong Kong Institute of Asia-Pacific Studies to undergo a study on breastfeeding. Phone interviews were conducted with 402 mothers in Hong Kong. 95 % of the interviewees knew about the benefits of breastfeeding and 84% had breastfed their babies. However, 50% of the mothers breastfed their babies for less than 3 months. Only 6.3% persisted for 1 year or more. This showed that the rate of sustained breastfeeding was not ideal.

Regarding the reasons for giving up, 45% of the interviewees indicated return to work as the reason. Hong Kong Nutrition Association said the 10 weeks of maternity leave in Hong Kong is shorter than many countries in Asia, such as 90 days in Mainland China, Korea and Thailand. The Association urged the government to extend maternity leave as well as strengthen breastfeeding promotion and set up more nursing rooms in public facilities.

資料來源：明報 2011 年 9 月 10 日

Source: Mingpao Daily, 10 Sept 2011



我們需要您的支持！ *We Need Your Support!*

為了給孩子們最好的開始，我們誠邀閣下登記成為本會的會員或義工，本會將定期和大家分享母乳育嬰的資訊，把健康的訊息傳播開去。詳情請瀏覽 www.babyfriendly.org.hk 或致電 2591 0782 查詢。

We need your support to give our children the best start in life. You are cordially invited to join us as our member or volunteer. We will share with you the latest news and information about breastfeeding. Let's spread the healthy message to every one! For more information, please visit www.babyfriendly.org.hk or contact us at Tel.: 2591 0782.



會員申請 / 捐款 / 接收資訊表格

Membership Application / Donation / Information Request Form

- 本人欲成為愛嬰醫院香港協會的：I wish to join The BFHIHKA as
- 永久會員 a LIFE MEMBER (永久會費Fee: HKD \$1000.)
 - 本年度會員 an ANNUAL MEMBER (年費Annual Fee: HKD \$100.)
- 本人欲捐助愛嬰醫院香港協會 I wish to donate HK\$ _____ to the Association.
- 本人願意成為愛嬰醫院香港協會義工，協助籌辦活動
I wish to assist in voluntary activities organized by the Association.
- 本人希望收取電子版的“愛嬰資訊”及其他最新消息，不需要郵寄。
I don't want to receive a printed copy of "Baby Friendly Newsletter", so please send an email to alert me when the latest version is available online.
電郵地址 E-mail: _____

姓名 Name: _____ (中文 in Chinese) _____ (英文 in English) 性別 Sex: _____

通訊地址 Mailing Address: _____

電話 Tel: (手提 Mobile) _____ (住宅 Home) _____

傳真 Fax: _____ 電郵地址 E-mail: _____

職業 Profession: _____ 機構名稱 Organization: _____

簽名 Signature: _____ 日期 Date: _____

請將填妥表格交回本會：香港跑馬地藍塘道60號3樓，傳真至 2338 5521 或 電郵至 bphi@unicef.org.hk

Please return completed form by: mailing to 3/F, 60 Blue Pool Road, Happy Valley, Hong Kong, fax to 2338 5521 or email to bphi@unicef.org.hk

** 如欲捐助，請填妥表格連同劃線支票抬頭人“Baby Friendly Hospital Initiative Hong Kong Association” 郵寄至本會上述地址。

** If you wish to make a donation, please send the completed form and a crossed cheque payable to "Baby Friendly Hospital Initiative Hong Kong Association" to above mentioned address.



葉麗嫦醫生 (主席)
Dr Patricia Ip (Chairman)

倪以信醫生
Dr Tony Nelson

陳晴女士
Ms Judy Chen

黃漢光醫生 (副主席)
Dr Thomas Wong (Vice-chairman)

周鎮邦醫生
Dr C B Chow

梁永昌醫生
Dr Leung Wing-Cheong

黃譚智媛醫生 (副主席)
Dr Vivian Taam Wong (Vice-chairman)

孔美琪博士
Dr Maggie Koong

鄺毅山醫生
Dr Kwong Ngai-Shan

林志愛女士 (司庫)
Ms Christine Lam (Treasurer)

黃高美雲女士
Mrs Corina Wong

陳文端女士 (榮譽秘書)
Ms Irene Chan (Hon. Secretary)

余婉玲女士
Ms Maggie Yu



Photo 相片

P.6 © UNICEF/NYHQ2011-1166/Holt

P.8 © UNICEF/NYHQ2011-1168/Holt

P.9 © UNICEF/NYHQ2011-1139/Holt

© 愛嬰醫院香港協會，2011年10月
版權所有 不得轉載

© Baby Friendly Hospital Initiative Hong Kong Association, Oct 2011
All rights reserved.



Baby Friendly Hospital Initiative
Hong Kong Association
愛嬰醫院香港協會

unicef 
聯合國兒童基金會

Stamp
郵票

香港跑馬地藍塘道六十號四樓 4/F., 60 Blue Pool Road, Happy Valley, Hong Kong

電話 Tel.: 2591 0782

傳真 Fax: 2338 5521

電郵 E-mail: bfhi@unicef.org.hk

網址 Website: www.babyfriendly.org.hk

www.unicef.org.hk

愛嬰醫院運動是聯合國兒童基金會致力推動、保護及支持母乳餵哺的全球性運動。

Baby Friendly Hospital Initiative (BFHI) is an UNICEF initiative to promote, protect and support breastfeeding.