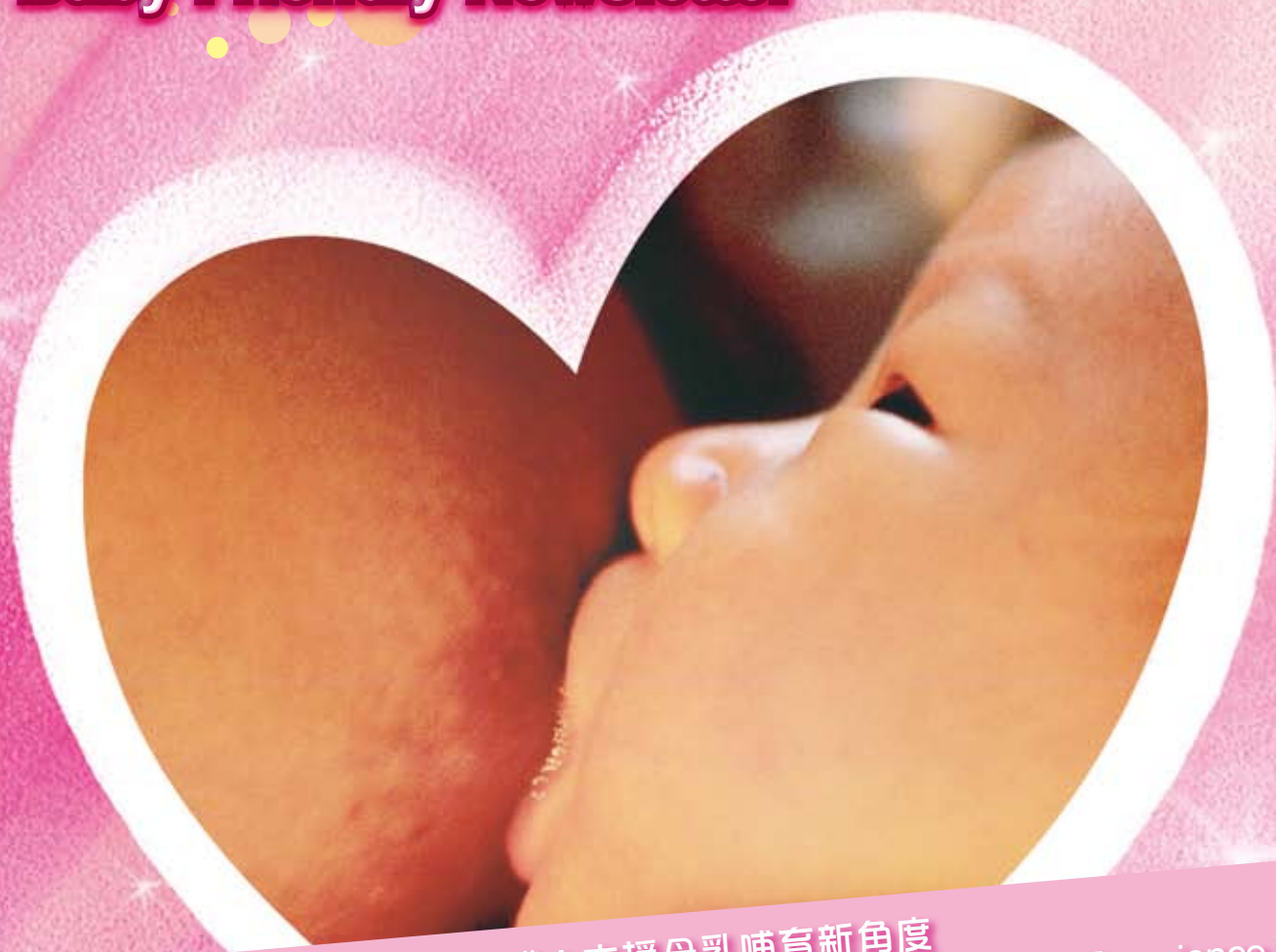


2011年4月號

愛嬰資訊

Baby Friendly Newsletter



國際母乳哺育周2011：齊傾齊講！支援母乳哺育新角度
World Breastfeeding Week 2011: "Talk to me! Breastfeeding – a 3D Experience."

支援母乳餵哺小貼士
How to support breastfeeding mothers



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

unicef 
聯合國兒童基金會

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我們需要您的支持！
We need your support!

主席的話

最近有關嬰兒配方奶的搶購潮反映了香港仍然依賴配方奶。這提醒了我們向公眾持續推廣母乳哺育資訊的重要性。儘管很多媽媽都明白母乳哺育對新生嬰兒的健康帶來的好處，要持續母乳哺育還是有很多困難需要去解決。而要克服這些困難，我們需要家庭及社會中不同成員的共同努力。

在今期的通訊中，我們希望大家能意識到所有人都可以出一分力，令香港成為一個愛嬰的城市。這亦配合了今年國際母乳哺育周的主題，希望母乳哺育資訊可透過更多的渠道滲透進社會，令所有人都能多些認識，少些誤解。不論你是媽媽還是爸爸、兄弟還是姊妹、同事還是雇主，我們都邀請你們多認識母乳哺育的知識、把所知道的告訴身邊的人、及在日常生活中付諸行動去支持母乳哺育。讓我們一起努力，在香港建立母乳哺育的文化。

Message from Chairman

The recent scramble for formula milk reflects that our society still relies heavily on formula milk. This reminds us of the importance of our continued efforts in spreading breastfeeding knowledge through the public. Although most mothers recognize the health benefits of breastfeeding to the newborns, many difficulties are yet to be overcome to sustain their breastfeeding. Indeed, to overcome these difficulties, it requires collaborative efforts from all members of the family and sectors in the society.

In this issue, we would like to draw your attention on how everybody can make a difference, to make our city a baby friendly place to live in. This echoes the theme of the 2011 World Breastfeeding Week of making breastfeeding knowledge permeate in the society so that there would be more understanding and fewer misconceptions. Mothers and fathers, brothers and sisters, colleagues and employers, you are all invited to learn about breastfeeding, tell what you have learned to the people around you and take supportive actions. Let's join force to create a breastfeeding culture in Hong Kong.

葉麗嫦醫生
Dr. Patricia Ip

齊傾齊講！支援母乳哺育新角度

每年8月1日至7日，國際母乳哺育行動聯盟（WABA）會舉行國際母乳哺育周（WBW）的慶祝活動。國際母乳行動聯盟已經公佈了今年的活動主題——「齊傾齊講！支援母乳哺育的新角度。」

甚麼新角度？

國際母乳行動聯盟解釋說：

對母乳哺育的支援及推廣，我們通常只從兩大方面下工夫：一是時間，即從懷孕前到戒奶的期間；二是地方，即是家庭、社區、醫療體系等的配合。但往往忽略了第三個要素——溝通，使針對頭兩方面的工作果效大大減低。

事實上，缺乏身邊人的支持是導致媽媽放棄以母乳哺育自己嬰孩的一個重要原因。而現時，餵哺母乳資訊的流傳往往只局限媽媽及醫護人員之間。所以，本年國際母乳哺育周以「溝通」為題，提倡擴大餵哺母乳的資訊的接觸面，藉此使公眾對餵哺母乳建立正面的態度。

跟誰溝通？

國際母乳哺育行動聯盟希望能促進「跨世代、跨界別、跨性別、跨文化」的溝通。簡單來說，就是希望所有人都對能認識及討論有關餵哺母乳的議題，扭轉它神秘及忌諱的形象，令它成為一個每個人都關心的公共衛生及健康議題。

而今年的活動更着重鼓勵青年人參與，今日的青年人便是明日的父母，透過他們宣揚有關餵哺母乳的資訊，便能在他們的朋輩間引起交流及關注，成為創建下一代更美好、更健康人生的先驅。

"Talk to me! Breastfeeding – a 3D Experience."

Every year from 1st August to 7th August, World Alliance for Breastfeeding Action (WABA) will lead the global celebration of the World Breastfeeding Week (WBW). WABA has announced the theme for WBW 2011 with a catchy slogan: "Talk to me! Breastfeeding – a 3D Experience."

WHY 3D?

You may then ask, "How is breastfeeding related to '3D'?" WABA says,

*When we look at breastfeeding support, we tend to see it in two-dimensions: **time** (from pre-pregnancy to weaning) and **place** (the home, community, health care system, etc). But neither has much impact without a **THIRD** dimension – **communication**!*

Indeed, the lack of support from the people around them is a key hindering factor for mothers to breastfeed. Breastfeeding information is often confined to specific contexts, like in the hospitals between healthcare professionals and mothers. The theme "Communication" draws our attention to the importance of a wider outreach of breastfeeding information, and hence to develop a positive attitude on breastfeeding among the general public.

WHO TO TALK TO?

This third dimension includes "cross-generation, cross-sector, cross-gender, and cross-culture communication". This is to encourage all people to talk and learn about breastfeeding, and turn this mysterious and taboo subject into a public health issue that concerns everybody.

The year's celebration especially focuses on mobilising youth participation. Young people are future mums and dads. To have them involved in spreading the information, especially among their peers, will definitely help promote a better and healthier start for the future generations.

齊傾齊講！COME TALK TO US!



請瀏覽愛嬰醫院香港協會的專頁，成為我們的粉絲！

Find us on facebook and become a fan!

<http://www.facebook.com/Baby.Friendly.Hospital.Initiative.HKA>



請密切留意我們的消息，參與WBW2011的周年慶祝活動！

Stay tuned and join our celebration of WBW 2011!

支援母乳餵哺小貼士

跟據衛生署的2008年的統計，香港的母乳餵哺率（曾經餵哺過母乳的母親）是74%，而以純母乳餵哺嬰孩4至6個月的比率則只有13%。〔1〕這反映了很多母親都明白母乳餵哺的好處，卻因為種種的原因而放棄。為甚麼會有這情況呢？其實社會上所有人都可以出一分力，令母乳哺育變得更輕鬆，以下是一些小貼士：

有6成以上的媽媽放棄哺乳的主因有兩個，第一是奶水不夠，第二是返回工作崗位後令持續哺乳變得困難重重。心理壓力是奶水不夠其中一個原因，而家人在減輕媽媽的壓力方面，便擔當着一個很重要的角色。

爸爸的角色

1 好好照顧媽媽

- 當媽媽餓了或喝了，而且特別在授乳時，為她們準備營養豐富的食物及飲品
- 協助媽媽調整座位或床鋪，讓她們能舒適地授乳，如協助她們在適當的位置墊上枕頭，以承托媽媽的腰部或把寶寶墊高
- 晚上需要餵奶時，把寶寶抱到床邊方便媽媽授乳
- 幫忙分擔家務或照顧孩子，盡量助媽媽爭取足夠的休息時間

2 好好照顧寶寶

- 爸爸可以分擔照顧寶寶的工作，如更換尿片、替寶寶洗澡等等。這亦是跟寶寶建立親子關係的好時機

3 情緒上支持媽媽

- 媽媽及寶寶還在摸索如何哺乳時，陪伴左右以作支持
- 當媽媽感到沮喪時多給予鼓勵
- 與媽媽一起面對因選擇餵哺母乳而帶來的負面評語，並常常支持及鼓勵媽媽持續餵哺
- 告訴家人有關餵哺母乳的好處，及請他們支持
- 當需要在公共場所授乳時，替媽媽尋找適合餵哺的地方



其他家人的角色

- 認識餵哺母乳的好處及支持媽媽持續餵哺
- 若有親身哺乳的經驗，可與新任媽媽分享

現時，愈來愈多媽媽需要在分娩後返回工作崗位，這些在職媽媽往往在持續餵哺母乳的路上遇到種種困難而放棄。雇主可以如何協調，致令她們也可享有哺乳的權利呢？

雇主的角色

母乳餵哺的寶寶很需要媽媽適時的照顧，然而媽媽返回工作崗位後，往往很難時常抽空照顧孩子。所以，最好能為媽媽安排小休時間，讓她們能享有親身授乳的機會，或可實施愛嬰工作間，配合以下措施，幫助雇員克服一些因工作造成的阻礙：

- 設立一個衛生的私人空間，方便母親擠奶
- 一張舒適的靠背椅、供電動奶泵用的電插座，及可供洗手及清洗用具的洗手盆
- 供儲存母乳的小型雪櫃
- 准許員工利用小休時間擠奶
- 鼓勵管理層及同事以正面和接納的態度對待在職媽媽餵哺母乳

事實上，鼓勵員工餵哺母乳對雇主亦有不少實質益處，如提高員工士氣及歸屬感、減低員工分娩後的離職率，及減低員工因嬰兒或自己的健康問題而請假的比率等。

每個人都可為母乳餵哺出一分力！
你也起來行動吧！

〔1〕香港特別行政區衛生署2010年7月31新聞發佈：衛生署致力推廣母乳餵哺（網站連結：<http://www.dh.gov.hk/textonly/tc-chi/press/2010/100731.html>）

To support breastfeeding mothers

According to the Department of Health, in 2008 the breastfeeding rate (mothers with a history of breastfeeding) was 74%, and yet the exclusive breastfeeding rate for babies up to 4 to 6 months old was only 13%. [1] This shows that mothers are aware of the benefits of breastfeeding, yet encounter difficulties in persisting. Why is it so? Indeed everyone can help make breastfeeding easier. Here are some tips for everybody.

Over 60% of the mothers attribute early weaning to insufficient milk production and the difficulties that arise after returning to work. One of the reasons for insufficient milk production is stress. In this respect, the family members can play a crucial role in alleviating mothers' stress.

Father's role

1. Taking care of the mother

- Prepare nutritious food and drinks for the mother when she is hungry or thirsty, especially when she is nursing
- Help mother find a comfortable position for nursing, by grabbing a pillow for her back or putting one underneath the baby
- Help bring the baby to bed for nursing during the night
- Help mother to gain as much rest as possible by sharing the housework, taking care of elder siblings of the newborn and so on

2. Taking care of the baby

- Father can share the duties of caring for the newborn, like changing the diapers and bathing the baby. This is also the perfect time for bonding with your baby

3. Emotional support

- Keep the mother and baby company when both of them are still finding their way to successful breastfeeding
- Encourage the mother when she feels frustrated
- Help mother cope with negative comments and always be supportive

- Educate other members of the family on the benefits of breastfeeding, and urge them to be supportive
- Help mother to find a good place for nursing in public

Other family members' role

- Get to know the benefits of breastfeeding and be supportive
- If you have experiences in breastfeeding, share your experience with the new mother

Nowadays, more and more mothers have to return to work shortly after bearing a child. These working mothers encounter a lot of difficulties to persist in breastfeeding. What can employers do, so that working mothers can also enjoy their rights to breastfeed?

Employers' role

Breastfed babies need to be in timely contact with the mother. Returning to work after maternity leave can pose difficulties. The best is for mothers to be able to breastfeed directly during nursing breaks at work. Otherwise, adopting the practice below to become a Mother Baby friendly workplace can help mothers overcome some of the hurdles. These are the five criteria:

- A designated clean, private area for the mother to express breastmilk
- A comfortable chair, a socket for breast pumps, and a sink for washing hands and equipment
- A small refrigerator for safe storage of expressed breastmilk
- Permission for employees to express breastmilk during short breaks
- Encouragement of management and colleagues to have a positive, accepting attitude towards working women breastfeeding

Indeed, employers would also benefit from encouraging breastfeeding among employees, like enhancing better morale and lower turnover rate, and minimise absenteeism due to health issues of both mothers and babies.



*Everyone can help make breastfeeding easier!
Get involved now!*

[1] Commitment to promote breastfeeding reaffirmed, Press Release by Department of Health, HKSAR Government on 31 July 2010.
(URL: <http://www.dh.gov.hk/textonly/english/press/2010/100731.html>)

母乳天使計劃

為了鼓勵更多媽媽分享授乳經驗，愛嬰醫院香港協會及衛生署家庭健康服務將合辦「愛嬰天使計劃」，訓練有授乳經驗的媽媽成為母乳餵哺輔導員，建立母乳餵哺媽媽的互助支援網絡。此計劃正在招募20位有最少3個月純母乳餵哺經驗的義工媽媽接受專業母乳顧問的培訓，並在受訓完畢後於一所母嬰健康院內擔任母乳餵哺輔導員，幫助新手媽媽解決餵哺母乳的疑難，為期一年。

義工媽媽的培訓內容將會包括乳房構造及生理反應、如何處理有關母乳餵哺的疑問、輔導技巧、以及有關的社會文化因素。

這個計劃並非旨在透過母乳餵哺輔導員傳授醫學知識，而媽媽事實上可以從醫護人員口中已可得知這些資訊。所以我們希望這些富經驗的媽媽能以過來人的身分，在情緒上支持及鼓勵新任媽媽，令她們對授乳更有決心及信心，甚至在得不到旁人的理解時亦不會動搖。母乳餵哺媽媽的親身經驗往往比起醫護人員的建議更能鼓勵新任媽媽堅持授乳。

我們希望透過此先導計劃與母乳餵哺經驗豐富的媽媽攜手，探討為本港建立母乳餵哺媽媽支援網絡的最佳模式。因為母乳餵哺支援是愛嬰醫院要求之一，我們亦希望這個計劃能幫助醫療機構向成為愛嬰醫院的目標邁進重要的一步。

有關計劃詳情，請聯絡本會查詢（電話：25910782／電郵：bfhi@unicef.org.hk）。



Peer Counsellors training project

To encourage sharing of experiences and build a peer support network of breastfeeding mothers, BFHIHK and Family Health Service, Department of Health are going to implement a pilot project of peer counsellors training. We are now recruiting 20 volunteer mothers who have breastfed exclusively for at least 3 months. These mothers will be trained by professional lactation consultants. After the training, they will serve on a regular basis in a Maternal and Child Health Centre for 1 year, helping new mothers cope with the challenges of breastfeeding.

The volunteer mothers will receive training covering breast anatomy and physiology, management of breastfeeding concerns, counselling techniques, and related cultural and social factors.

The aim of the programme is not to train counsellors to give medical advice. In fact, most mothers can obtain such advice from health workers. Talking to experienced breastfeeding mothers can allow new mothers to receive

regular emotional support and encouragement, which will help them feel more confident about breastfeeding and less vulnerable to self-doubt and being undermined by other people. Seeing their peers breastfeed is always a much bigger encouragement than being advised to by medical professionals.

As a pilot project, we would like to explore the best way to build a strong peer support network with experienced breastfeeding mothers. As breastfeeding support is a requirement for a baby friendly hospital, this project will hopefully facilitate hospitals work towards the goal to become Baby-Friendly.



For more information, please contact us at 25910782 / bfhi@unicef.org.hk.

愛嬰新知 Baby Friendly updates

愛嬰新知
Baby Friendly updates

一、奶粉嬰兒過早嘗輔食較易患癡肥

癡肥一向都是美國一個非常嚴重的健康問題，而配方奶與幼童患癡肥則有着密切關係。

美國最近的一項研究，調查嬰兒4個月前開始進食輔食與幼童3歲時患上癡肥的關係。他們追查了847名兒童的情況，經分析後發現，用奶粉餵養的嬰兒若於4個月前開始加入輔食，3歲時患癡肥的機會高出6倍，而開始進食輔食的時間對母乳餵養的嬰兒沒有增加患癡肥的風險。

有關研究詳情，可參閱：[Susanna Y. Huh, Sheryl L. Rifas-Shiman, Elsie M. Taveras, MD, Emily Oken, Matthew W. Gillman. \(2011\) Timing of Solid Food Introduction and the Risk of Obesity in Preschool-Aged Children, Pediatrics, Feb 2011, DOI:10.1542/peds.2010-0740](#)

1. Formula-feds are more prone to obesity if solids are started too early

Obesity has been a serious health problem in the US, and it is well-known that formula feeding has a significant relation with childhood obesity.

A recent prospective study shows that introducing solids before 4 months old is linked to children becoming obese by the age of 3 years. Tracking 847 children, the researchers found that formula-fed babies were 6 times more likely to be obese at age 3 if they began to be fed with solids before 4 months old. They also found that for breastfed babies, the time of introducing solids was not associated with increased risk of obesity.

For details, please refer to: [Susanna Y. Huh, Sheryl L. Rifas-Shiman, Elsie M. Taveras, MD, Emily Oken, Matthew W. Gillman. \(2011\) Timing of Solid Food Introduction and the Risk of Obesity in Preschool-Aged Children, Pediatrics, Feb 2011, DOI:10.1542/peds.2010-0740](#)



二、過早放棄母乳育嬰 長期病患風險較高

澳洲健康經濟研究中心（Australian Centre for Economic Research on Health）檢視了不同有關母乳餵哺與長期病患關係的研究後得出以下結論：未接受過母乳餵哺的嬰兒患長期病患的機會比母乳餵哺的嬰兒高出30-200%。他們估計，如澳洲嬰兒首6個月母乳餵哺比率能增加至8成，便可把歸於因非母乳餵哺嬰兒導致長期病患的人口比率減低4-18%。

作者雖然認為研究的方法上有不足或漏洞，但這些漏洞只會令可研究結果低估了配方奶的風險，並總結只要母乳餵哺率微升，便可能對整體國民的健康產生重大的正面影響。

有關研究詳情，可參閱：[Smith JP, Harvey PJ. \(2010\) Chronic disease and infant nutrition: is it significant to public health? Public Health Nutrition. Published online 13.7.201](#)

2. Early weaning may result in a higher rate of chronic disease

In a review carried out by the Australian Centre for Economic Research on Health regarding long-term health impact of early weaning (prior to 6 months), the authors found that the risks of chronic disease were 30-200% higher in those who were not breastfed.

They estimated that if breastfeeding rates were to improve to Australia's target levels of around 80% for 6 months, this would result in a reduction in the proportion of attributable chronic diseases in the population to 4-18%.

The authors said that there were methodological problems in research on infant feeding with regard to how breastfeeding was defined, but these tended to underestimate the risk of artificial feeding. They concluded that a relatively small improvement in breastfeeding rates could have a potentially large impact on population health.

For details, please refer to: [Smith JP, Harvey PJ. \(2010\) Chronic disease and infant nutrition: is it significant to public health? Public Health Nutrition. Published online 13.7.2010](#)



三、瓶餵初生兒影響自我控制食量能力

美國一項追蹤式問卷調查就嬰孩自我控制食量的能力與餵奶的方式（瓶餵／直接哺育）及奶的種類（母乳／配方奶）的關係進行調查。統計分析過1250個嬰兒父母所提供的數據結果後發現，瓶餵的初生嬰兒在嬰孩時期較晚的階段把杯或奶瓶中的奶喝光的機會比直接哺育的初生嬰兒高出2倍。而無論瓶餵嬰兒的奶瓶盛裝母乳或是配方奶，則對結果影響不大。

作者總結嬰兒如在初生時期接受瓶餵，在嬰孩晚期會較大機會把奶喝光，反映他們自我控制食量的能力較低。而他們喝的是母乳還是配方奶並不會影響控制能力的高低。

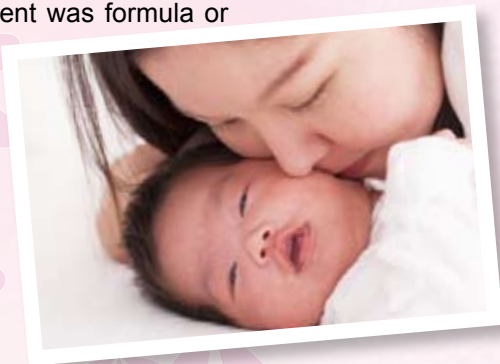
有關研究詳情，可參閱：Li R, Fein SB, and Grummer-Strawn LM (2010) Do Infants Fed From Bottles Lack Self-regulation of Milk Intake Compared With Directly Breastfed Infants? Pediatrics 10 May 2010. (URL: <http://pediatrics.aappublications.org/cgi/content/abstract/125/6/e1386>)

3. Bottles affect infants' ability to self-regulate intake

In the US, a longitudinal survey study was carried out to investigate whether infants' self-regulation of milk intake is affected by the feeding mode (bottle versus breast) and the type of milk in the bottle (formula versus expressed breastmilk). Parents of a total of 1,250 infants took part in the study. Statistical analysis indicated that infants who were bottle-fed more intensively early in life were approximately 71% or 2 times more likely to empty the bottle or cup later in life than those who were bottle-fed less intensively. For bottle feeding, whether the content was formula or expressed breastmilk gave similar results.

The authors concluded that infants who are bottle-fed in early infancy are more likely to empty the bottle or cup in late infancy than those who are fed directly at the breast, reflecting that their ability to self-regulate milk intake is lower. Bottle-feeding, regardless of the type of milk, is distinct from feeding at the breast in its effect on this self-regulation ability.

For details, please refer to: Li R, Fein SB, and Grummer-Strawn LM (2010) Do Infants Fed From Bottles Lack Self-regulation of Milk Intake Compared With Directly Breastfed Infants? Pediatrics 10 May 2010. (<http://pediatrics.aappublications.org/cgi/content/abstract/125/6/e1386>)



母乳餵哺講座 Public Talk on Breastfeeding

愛嬰醫院香港協會將舉辦「母乳餵哺講座」，歡迎各位準父母及已開始母乳餵哺的媽媽和家人參與，詳情如下：
BFHIHKA will be organizing a Public Talk on Breastfeeding. Parents-to-be and breastfeeding mothers and their family members are welcome. Details are as follows:

《如何增加母乳量 / How to increase milk supply?》

講者：余婉玲女士 國際母乳會哺乳輔導

Speaker: Ms. Maggie Yu, Leader of the La Leche League - Hong Kong

日期：2011年5月10日（星期二，佛誕公眾假期）

Date: 10th May, 2011. (Tuesday, Public Holiday of Buddha's Birthday)

時間：上午10時30分至下午1時

Time: 10:30am to 1:00pm

地點：鯉魚涌社區會堂

Venue: Quarry Bay Community Hall

語言：廣東話

Language: Cantonese

費用：全免

Fee: Free of charge

有關詳情及報名表格，請瀏覽www.babyfriendly.org.hk 主頁，或與本會聯絡（電話：25910782 / 電郵：bfhi@unicef.org.hk）。

For details and application form, please visit home of www.babyfriendly.org.hk, or contact us at 25910782 / bfhi@unicef.org.hk.

母乳餵哺新聞 News on Breastfeeding

米歇爾提議去除母乳餵哺障礙

美國第一夫人米歇爾為改善兒童癡肥問題而開展的「Let's move」計劃已進行了一年。踏進計劃的第二年，她說計劃已確立「及早介入」的重要性，而母乳餵哺是一個重要策略。

美國的母乳餵哺率一向低落，特別是在黑人社群中。在2010年5月中，「Let's move」的政策報告中提及，其中一個障礙就是許多嬰兒於醫院裏在不必要的情況下被餵配方奶，而且與母親分隔，令母乳餵哺難以開展及持續。

美國愛嬰協會是聯合國兒童基金會的非政府合作機構，專責「愛嬰醫院」的認證工作。為提高母乳餵哺率，米歇爾將會推動更多醫院成為「愛嬰醫院」。另外，她亦命令政府機關及鼓勵私人機構給予員工休息時間及設立私密的空間，方便員工哺乳或泵奶。



Mrs Obama speaks out on removing barriers for breastfeeding

It has been one year since the first Lady of the United States, Mrs Michelle Obama, launched her "Let's move!" anti-childhood obesity campaign. Coming to the second year of the project, she said that they have recognised the importance of early intervention, and will take breastfeeding as an important strategy.

Breastfeeding rate in the US remains low, especially in the black community. One of the hurdles of breastfeeding in the US is that "many babies are unnecessarily given formula and separated from their mothers, making it harder to start and practice breastfeeding," as stated in the "Let's Move!" policy report issued in May 2010.

To achieve a higher breastfeeding rate in the US, Mrs Obama is going to push more hospitals to be certified as "Baby Friendly" by Baby Friendly USA, a non-governmental organisation that works with UNICEF. She also ordered federal agencies and encouraged the private sector to provide break time and private space for mothers to nurse their babies or express milk.

台灣通過《公共場所母乳哺育條例》

為保障母親在公共場所哺乳的權利，台灣政府通過了《公共場所母乳哺育條例》。條例列明，任何人不得禁止或妨礙婦女在公共場所哺乳，違者將被罰款最高3萬台幣。

另外，條例亦規定所有公共場所，包括政府機構、公營事業、鐵路及捷運車站、機場、百貨公司及達一定面積的零售店舖需設立哺乳室。

Public Breastfeeding Act passed in Taiwan

The Taiwan government has passed the Public Breastfeeding Act to protect the right to breastfeed in public. Under the legislation, no one can forbid or interfere with a woman for breastfeeding her child in public, or he/she will be subjected to a fine up to NT\$30000.

Besides, all public premises, including Government agencies, Government-owned enterprise, train and MRT transfer stations, airports, department stores and supermarkets with a total floor area bigger than a certain limit will have to set up a breastfeeding room.

澳門衛生局設立母乳餵哺互助小組

為推廣母乳餵哺，澳門衛生局在塔石衛生中心成立了母乳餵哺互助小組。局方每週均舉行講座，內容包括母乳餵哺遇到問題的處理方法、餵哺母乳方法、技巧等等。每週亦會舉行「母乳餵哺經驗分享會」，由一些母乳餵哺經驗豐富的媽媽們與準媽媽們分享餵哺母乳心得。這個計劃的目標是在區內建設支持母乳餵哺的環境。

在澳門，母乳餵哺率持續上升。從2003至2009年，曾接受母乳餵哺的嬰兒比率由55%增至79%。持續的母乳餵哺比率則由11%增至22%。

Macao Health Bureau organises Breastfeeding Support Group

To promote breastfeeding, Health Bureau in Macau has set up the Breastfeeding Support Group. Talks are held every week on topics like “breastfeeding techniques” and “common difficulties of breastfeeding and solutions”. Experience sharing sessions are also held weekly, so that experienced mothers can share their experience with mothers-to-be. The project aims at building a supportive environment for breastfeeding in the community.

In Macau, breastfeeding rates have been on the rise. From 2003 to 2009, the rate of infants that have ever been breastfed has risen from 55% to 79%, and sustained breastfeeding rate for 4 months has risen from 11% to 22%.

資料來源Sources:

1. Politics Daily. Michelle Obama to Promote Breastfeeding as IRS Gives Tax Breaks for Nursing. Posted on 14 Feb 2011. (URL: <http://www.politicsdaily.com/2011/02/14/michelle-obama-to-promote-breast-feeding-as-irs-gives-tax-breaks/>)
2. 蘋果日報（台灣）日期：2010年 05月25日
(URL: http://tw.nextmedia.com/applenews/article/art_id/32536878/IssueID/20100525)
3. 新報日期：2011年02月15日

招募愛嬰熱線哺乳顧問 *Recruitment of Lactation Consultant*

愛嬰熱線（電話：2838 7727）每天由早上九時至晚上九時接收公眾有關母乳餵養的查詢，於晚上六時起由一群合資格及經驗豐富的專業人士擔當義務顧問回覆查詢，提供母乳餵哺的專業意見。

您也希望加入成為愛嬰熱線顧問的一份子嗎？

每一位顧問的參與也能令我們的熱線服務更趨完善，我們正等候您的加入呢！

只要您曾完成四十小時或以上的母乳餵養輔導課程，有興趣在各位媽媽遇到疑難時，透過電話為她們提供專業意見，歡迎致電2591 0782或寄電郵至 bfhi@unicef.org.hk 查詢詳情。

我們需要您的支持！

The Baby Friendly Hotline (Tel: 2838 7727) receives public enquiries daily from 9am to 9pm about breastfeeding. From 6pm onwards our hotline Counsellors, who are qualified and experienced breastfeeding experts will contact the callers to answer their enquiries, providing professional advice on breastfeeding.

Would you like to become our Hotline Counsellors?

Every counselling helps us improve the hotline service. We are waiting for you!

If you have completed a forty-hour or more counselling course on breastfeeding and would like to provide professional counselling to mothers on phone, please call 2591 0782 or email us at bfhi@unicef.org.hk for more information.

We need your support!

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 BFHIHK 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: _____

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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**bfhi@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 **bfhi@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.

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黃漢光醫生（副主席）
黃譚智媛醫生（副主席）
林志愛女士（司庫）
陳文端女士（榮譽秘書）
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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 Email: 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.