

愛嬰資訊

Baby Friendly Newsletter

2013年10月號 October 2013



封面故事 Cover Story:

「國際母乳哺育周 2013」慶祝活動

World Breastfeeding Week 2013 Celebration

專題報告 Special Report:

BFHIHKA 周年問卷調查 2013

BFHIHKA Annual Survey 2013



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 Chairman

02 - 04

封面故事 Cover story:

- 「國際母乳哺育周 2013」慶祝活動
World Breastfeeding Week 2013
Celebration

05 - 06

專題報告 Special Report:

- BFHIHKA 周年問卷調查 2013
BFHIHKA Annual Survey 2013

07 - 08

本會動向 News on BFHIHKA:

- 「愛嬰天使」計劃 2013/14
Peer Counsellor Programme 2013/14
- 「媽記奶品工場」漫畫書冊
"Mum's milk factory" Comic Book
- 「愛嬰醫院」認證計劃
Baby Friendly Hospital Accreditation

09

愛嬰新知 Baby Friendly Updates:

- 「母親友善分娩」的十項指引
Ten Steps of the Mother-friendly
Childbirth Initiative

10

需要您的支持！ Need Your Support!

主席的話

Message from the Chairman

近期，喜見社會上對加強母乳餵哺宣傳及相關設施愈來愈多的討論，意味着公眾對母乳餵哺保障兒童健康成長，愈益的關注及加深了認知，這實在令人鼓舞。同時，更喜見政府因應愈益龐大的公眾訴求，而作出積極並具體的行動回應。

今年八月初，衛生署連同醫院管理局已公布，參與由聯合國兒童基金會愛嬰醫院香港協會主理的「愛嬰醫院」認證計劃，並落實轄下 8 間設有產科的公立醫院分階段進行認證。首 3 間率先推行的醫院，預期 5 年內將獲得「愛嬰醫院」資格。這誠然是一項「突破」，既促進本地的純母乳餵哺率，更對於多年來維護母乳餵哺權益而努力的團體，起了鼓舞的作用。

此外，基於實施了停止內地「雙非」孕婦於公、私立醫院的產期分娩預約，冀望醫院藉此可分配更多資源，推行母親友善分娩措施，進一步加強對授乳媽媽的支援。

未來，我們期望政府能盡快落實《香港守則》，透過監管母乳代用品的銷售手法，加大力度保護和推動母乳餵哺。

藉著各方努力，我們定可實踐「全方位，全角度，支持母乳餵哺」！

Recently there has been greater discussion in the society regarding the promotion for breastfeeding and better provision of facilities for breastfeeding. This is very encouraging because it reflects that more people are realizing and understanding the importance of breastfeeding to children's healthy growth and development. We are also glad to see the Government being more proactive in responding to the growing public concerns with clear and specific measures.

In August this year, the Department of Health and the Hospital Authority (HA) announced their participation in the UNICEF Baby Friendly Hospital Initiative Hong Kong Association's Baby Friendly Hospital Designation Process, and pledged the eight HA hospitals with maternity units will seek accreditation in stages. The first three hospitals are expected to attain Baby Friendly Hospital status within five years. This is such a breakthrough, not only in terms of raising the exclusive breastfeeding rate but also for recognizing the continuous effort of all the breastfeeding support groups that have strived for the rights for breastfeeding.

As the Government implemented the restriction of Mainland pregnant women from booking their deliveries in both public and private hospitals, we hope the hospitals are able to allocate more resources to mother-friendly childbirth care and to further strengthen the support for breastfeeding mothers.

In the near future, we hope the government will implement the Hong Kong Code, as this would be a crucial step towards protecting and promoting breastfeeding in Hong Kong and to control against inappropriate marketing of breastmilk substitutes.

With everyone's support, we are confident in making "Breastfeeding Support: Close to Mothers" a reality!

孔美琪博士 銅紫荊星章
Dr Maggie Koong BBS



楊千嬅出席「國際母乳哺育周 2013」慶祝活動 呼籲「全方位，全角度，支持母乳餵哺」

Miriam Yeung supported breastfeeding mothers at the WBW celebration

近三百名孕婦、爸媽連同孩子及家人，參與於 2013 年 7 月 27 日由衛生署、醫院管理局及聯合國兒童基金會愛嬰醫院香港協會合辦，假美孚社區會堂舉行的「國際母乳哺育周 2013」慶祝活動。當日嘉賓眾多，包括食物及衛生局副局長陳肇始教授、醫院管理局餵哺母乳指導委員會主席邱家駿醫生及聯合國兒童基金會（東亞及太平洋地區）大使楊千嬅小姐，分別為活動致辭及頒獎。

今年「國際母乳哺育周」主題為「全方位，全角度，支持母乳餵哺」，重點宣傳哺乳期間朋輩輔導及互相鼓勵，動員整體社會給母乳餵哺媽媽提供持續性的支持。愛嬰醫院香港協會執委會成員梁永昌醫生公布的《國際母乳哺育周周年問卷調查 2013》結果顯示，2012 年在住院期間曾以母乳餵哺的比率再創新高，較 2011 年增加了 2.5% 至 85.8%，破 20 年來紀錄。

慶祝活動內容豐富，除了「愛嬰天使」及哺乳媽媽的丈夫到台上發言，鼓勵各人支持母乳餵哺外；還有團體演出短劇呼籲大眾支持哺乳媽媽。一眾人士更獲楊千嬅小姐頒發襟章以作鼓勵。陳肇始教授亦為大會頒發紀念狀與其他支持母乳餵哺人士。壓軸部份是名人媽媽楊千嬅小姐的分享環節。

曾當護士的楊千嬅坦言，「身為聯合國兒童基金會大使，又是一位媽媽，支持母乳餵哺義不容辭」。她在台上分享母乳餵哺經驗時表示，很高興看到政府、商營機構及非牟利組織近年相繼加強推廣母乳餵哺。她呼籲政府和社會繼續投放資源，進一步支持媽媽，認為較長的法定產假、推行男士侍產假及在工作間增設育嬰間等，對於媽媽能否成功餵哺母乳，有着決定性的影響。她透露，當年餵哺母乳亦遇過不少困難，幸得丈夫及家人的照料，才不至放棄。因此，她鼓勵家庭、社會大眾以及政府，為下一代健康著想，齊心支持母乳餵哺。

與千嬅同台分享的媽媽，現任聯合國兒童基金會香港委員會主席陳晴女士亦希望有更多媽媽一齊回歸大自然法則，加入母乳餵哺行列。

今年多名授乳媽媽鼎力支持大會，授權於活動當日播放她們提供的母乳餵哺照片。本會在此代表主辦機構感謝她們的協助。



短劇演員 Actors



嘉賓與活動義工合照 VIPs and Volunteers



楊千嬅小姐與一眾嘉賓及委員合照
Ms Miriam Yeung together with VIPs and Committee Members.



Around 300 pregnant women, breastfeeding moms and dads plus kids and family members attended a celebration of World Breastfeeding Week on July 27 at Mei Foo Community Centre. Officiating guests who gave speeches and awards included Professor Sophia Chan, Under Secretary for Food and Health; Dr Alexander Chiu, Chairman, Hospital Authority Steering Committee on Breastfeeding and Miss Miriam Yeung, UNICEF Regional Ambassador (East Asia and Pacific).

The theme of this year's World Breastfeeding Week "Breastfeeding Support: Close to Mothers" highlights breastfeeding peer counseling to provide sustainable support to breastfeeding mothers. Dr Leung Wing Cheong, Executive Committee Member of BFHIHKA, announced the 2013 annual hospital survey results. Findings revealed that the breastfeeding rate on discharge in 2012 was 85.8%, 2.5% higher than that of 2011, which is the highest ever in 20 years.

The entire event was packed with activities. Apart from peer counsellor Angels and husbands of breastfeeding moms speaking on stage to encourage support for breastfeeding mothers, there were dramatic performances advocating for such support. Souvenir badges and certificates were presented by Ms Miriam Yeung and Professor Sophia Chan respectively to supporters in appreciation of their contributions. To conclude the event Miriam shared her experience in breastfeeding.

Miriam, formerly a nurse and now an UNICEF Ambassador with a son, said that she naturally support breastfeeding. She was glad to see the government, business enterprises and NGOs strengthen their promotion of breastfeeding in recent years. She called upon the government and the community to devote more resources to further support mothers. She thought extending maternity leave, providing fathers with paternity leave and setting up breastfeeding rooms in the workplace are key factors in the success of breastfeeding. She revealed that she had experienced many difficulties when breastfeeding. Fortunately the support from her husband and family members stopped her giving up. She therefore encouraged families, the community and the government to work together in support of breastfeeding for the health of the next generation.

Ms Judy Chen, Chairman of Hong Kong Committee for UNICEF also shared her experience as a breastfeeding mom and said she hoped more mothers will return to the normal means of infant feeding and breastfeed.

This year, a number of breastfeeding mothers supported the function by allowing their breastfeeding photos to be shown as a slide show at the event. On behalf of the organisers, BFHIHKA wishes to thank all of them for their contributions and assistance.

約 300 名參加者出席活動，氣氛熱鬧！
A full house with around 300 attendees!



林志愛女士致謝媽媽授權大會播放她們提供的母乳餵哺照片
Ms Christine Lam expressed thanks to breastfeeding mothers by allowing their breastfeeding photos to be shown as a slide show.



「不少父母在嬰兒出生前，都會四處張羅給寶貴的禮物，例如最安全的嬰兒床、最漂亮的嬰兒衫、最舒適的尿片，但大家試想想，送什麼禮物可以讓最愛的嬰兒健康成長呢？沒錯，這份最珍貴的禮物就是母乳。」

“Long before baby's birth, many parents start rushing around to prepare presents, such as the safest baby crib, the most stylish baby romper, the most comfortable diaper. But do we know what is the best present to help our beloved babies grow healthily? It is breastmilk.”

食物及衛生局副局長陳肇始教授
Professor Sophia Chan, Under Secretary for Food and Health



「為了進一步推廣母乳育嬰，在2013年開始，我們將會增聘更多全職的專責護士加強服務，以支持及教導新生嬰兒之母親餵哺母乳，並協助她們解決住院期間及出院後的疑難。此外，我們亦會努力達至世界衛生組織及聯合國兒童基金會的標準，以獲得國際認證。」

“To further promote breastfeeding in HA hospitals, starting from 2013, we shall increase our service capacity through recruiting more full time designated nurses to support and teach mothers of newborns about breastfeeding, and to help them overcome difficulties encountered both as in-patient and upon discharge. Furthermore, we shall also strive to achieve international recognition through attaining standards set up by WHO and UNICEF.”

醫院管理局餵哺母乳指導委員會主席邱家駿醫生
Dr Alexander Chiu, Chairman of Hospital Authority Steering Committee on Breastfeeding

「聯合國《兒童權利公約》講明每個兒童都有生存及發展權，有權享有最高標準的健康，餵母乳正正是給BB最好的健康禮物、應有的權利。」

“The United Nations Convention on the Rights of the Child states that every child has the right to survival and development, as well as the right to enjoy the highest standard of health. Breastfeeding is definitely the best present for our babies and all babies should have the right to be breastfed.”

聯合國兒童基金香港委員會主席陳晴女士
Ms Judy Chen, Chairman of Hong Kong Committee for UNICEF



「母乳餵哺並不單是媽媽一人的事！幸好我有丈夫及家人的鼓勵及支持，分擔照顧仔仔，並為我預備補身食療，我才有足夠的營養去製造一些『開心奶』給我的BB。」

“Breastfeeding is not only a mom's issue. I was lucky that my husband and post-natal care helper shared lots of my baby care work so that I could take enough rest and concentrate on breastfeeding. They also arranged nutritious meals for me, so that I had enough nutrition to happily produce breastmilk for my son.”

聯合國兒童基金會(東亞及太平洋地區)大使楊千嬅小姐
Ms Miriam Yeung, UNICEF Regional Ambassador (East Asia and Pacific)



BFHIHKA 周年問卷調查 2013

BFHIHKA Annual Survey 2013

每年的 8 月 1 日至 7 日，世界各地都會進行國際母乳哺育周慶祝活動。今年主題是「全方位，全角度，支持母乳餵哺」。

一如以往，愛嬰醫院香港協會於今年 5 月向全港 18 所設有產科的公共及私立醫院，就母乳餵哺比率、推行《成功母乳育嬰十項指引》的狀況及母乳代用品銷售商於院內遵守《國際母乳代用品銷售守則》的情況進行問卷調查，評估香港的母乳餵哺趨勢。調查結果已於 7 月 27 日舉行的「國際母乳哺育周」慶祝活動中公布。

結果顯示逾八成半母親曾餵哺母乳，刷 20 年來新高；調查亦揭示，本港的純母乳餵哺友善條件仍有待改善，並須加強社會上對哺乳母親的支持。

1. 母乳餵哺比率（以出院計）

在 2012 年全港 18 家設有產科的醫院合共錄得 91,472 名嬰兒出生，當中在住院期間曾以母乳餵哺的比率為 85.8%，較 2011 年增加 2.5%，相當於有意欲餵哺母乳的母親較去年多逾 2,300 名。然而，公立醫院在年中不同時期內錄得住院期間純母乳餵哺率由 14% 至 56% 不等；而 6 所私立醫院提供的數據範圍則介乎 0% 至 95% 之間。表示母乳哺育在不同醫院中的推行情況有着很大的差距。

2. 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，讓產科能給母親提供應有的母乳育嬰支援服務，如確保母嬰同房、為醫護人員提供培訓、促進母乳哺育小組，對於在醫院推動純母乳餵哺至為關鍵。然而，有受訪的醫院表示醫護人員不熟悉「母乳育嬰」政策；另少於三分一兒科護理人員、兒科及產科醫生，於任職 6 個月之內曾接受執行「母乳育嬰」政策訓練。這對成功推動母乳餵哺有着決定性的影響。

3. 國際母乳代用品銷售守則

所有醫院已停止收受給母親的免費母乳代用品。然而，院方發現仍有嬰幼兒配方奶粉公司人員向母親們提供購買折扣，情況有輕微上升。醫護人員也察覺到產品的文體及圖片美化了人工餵養。2013 年，香港母乳代用品營銷守則已完成公眾諮詢。希望「守則」的實施可進一步維護母乳餵哺，免受不良營銷策略影響。

總結

2012 年在醫院內開始母乳餵哺的比率達 85.8%，惟純母乳餵哺率的提升空間仍大。為進一步鞏固現有改進了的面層及防止倒退的情況，培訓醫生、助產士、護士及支援人員至為重要。於 2013 年推出的母親友善分娩補充章節（另見本刊文章），能為醫護專業人員加強培訓內容。預期出生率在 2013 年會有所下降，就此醫院應可以分配更多人力和時間推行母親友善分娩措施。若《香港守則》可以盡快落實出台，我們未來將可透過監管母乳代用品不當的銷售手法，更有效保護和推動母乳餵哺。

（請瀏覽本會網頁閱讀或下載調查結果全部內容）

Every year, various activities are held around the globe to celebrate World Breastfeeding Week (WBW) from August 1 to 7. This year's theme is "Breastfeeding Support: Close to Mothers".

As in the past, BFHIHKA conducted an annual survey in May among 18 hospitals with maternity units on the breastfeeding rate, the maternity units' fulfillment of the "Ten Steps to Successful Breastfeeding" and the compliance of the International Code of Marketing of Breastmilk Substitutes by manufacturers and distributors within hospital premises. The results of the survey were released at the event celebrating WBW held on July 27.

The survey revealed that over 85% of mothers initiated breastfeeding prior to discharge from hospital, the highest ever in 20 years. However, it also showed that conditions conducive to exclusive breastfeeding have to be improved and the support to breastfeeding mothers in the community needs to be strengthened.



1. Breastfeeding Rate on Discharge

Out of the 91,472 births in 18 hospitals in Hong Kong with maternity units in 2012, the breastfeeding rate on discharge was 85.8%, 2.5% higher than that of 2011. The increase translated to 2,300 more mothers intending to breastfeed their babies. However, exclusive breastfeeding rates reported from public hospitals for varying periods of the year ranged from 14 to 56%. Information available from 6 private hospitals ranged from 0 to 95%. This reflected a big variance in the promotion of breastfeeding in different hospitals.

2. The “Ten Steps to Successful Breastfeeding”

The “Ten Steps to Successful Breastfeeding” is a set of guidelines for maternity units in order to provide optimal support to breastfeeding mothers. Practices such as rooming-in mother and baby, training of medical and nursing staff, and promoting mother support groups are important to promote exclusive breastfeeding. However, some hospitals reported that their staff are not acquainted with the breastfeeding policy, and less than a third of paediatric nurses and doctors, and obstetric doctors have completed training within six months of joining the service to support the implementation of the breastfeeding policy. Indeed this has a decisive impact on the success of breastfeeding.

3. The International Code of Marketing of Breastmilk Substitutes

All hospitals with maternity units have stopped receiving free supplies of breastmilk substitutes for mothers. However, there seems to be a small increase in infant formula milk company staff offering discounts to mothers. Healthcare workers also observed more products with texts / pictures idealizing artificial feeding. In 2013, the Hong Kong Code of marketing of breastmilk substitutes has already undergone public consultation. Hopefully, the implementation of the Hong Kong Code could further protect breastfeeding from inappropriate marketing practices.

Conclusion

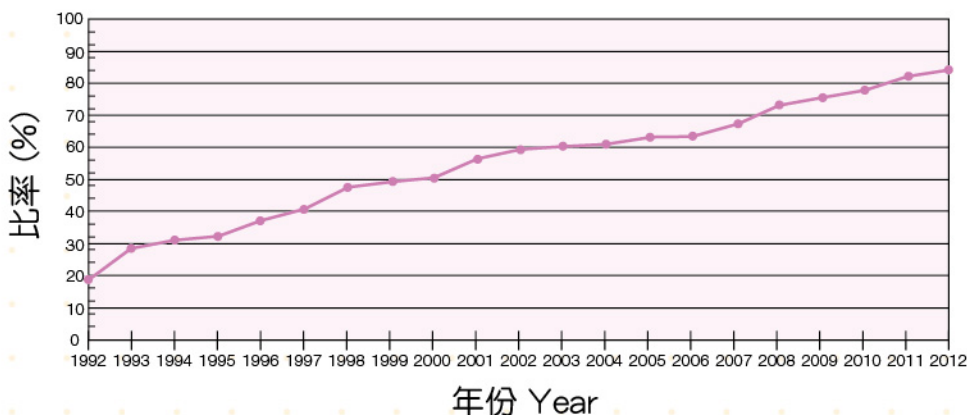
The initiation rate of breastfeeding continued to increase, reaching 85.8% in 2012. But there is still much room for improvement on the exclusive breastfeeding rate. In order to further strengthen areas of improvement and prevent regression, training of doctors, midwives / nurses and supporting staff is most important. The launching of the chapter on Mother-friendly Childbirth (see related article in this issue) in 2013 is going to enhance the training curriculum for healthcare professionals. As the birth rate in 2013 is expected to decrease, more manpower and time could be allocated for Mother-friendly Childbirth at hospitals. If the Hong Kong Code can be implemented as soon as possible, through the regulation of improper marketing of breastmilk substitutes, the protection and promotion of breastfeeding will be more effective in future.

(Please visit our website to read/or download the entire report.)



梁永昌醫生公布調查結果
Dr. Leung Wing Cheong
announced the survey results

本港母乳餵哺率 (出院計) (1992-2012)
Breastfeeding rate on Discharge (1992-2012)



「愛嬰天使」計劃 2013/14 Peer Counsellor Programme 2013/14

愛嬰醫院香港協會與衛生署合辦的「愛嬰天使計劃」已進入第二年度。今年有 16 位最少有 3 個月純母乳餵哺經驗的媽媽參加了這個計劃，並完成了 20 小時的母乳餵哺輔導培訓。

連同第一屆畢業「天使」在內，共有 28 位受訓完畢學員擔任母乳餵哺輔導員，向新手媽媽「教路」，分享餵哺母乳心得。她們正定期於瀝源、荃灣及柴灣母嬰健康院內主持「哺乳媽媽輕鬆談」互助小組，以授乳母親的自身體驗向朋輩及大眾推廣母乳餵哺。

建立哺乳媽媽的互助小組是「成功母乳餵哺十項指引」的其中一項指引。朋輩支援有助授乳媽媽提升自信，持續哺乳。我們希望日後能進一步優化計劃內容，支援更多授乳媽媽及幫助各醫療機構成為愛嬰醫院。

有興趣參與的媽媽可留意瀝源、荃灣及柴灣母嬰健康院內海報或瀏覽 www.babyfriendly.org.hk 查閱聚會時間表。不論您正在懷孕或已誕下孩子，我們都歡迎您參加！

Organised by BFHIHKA in conjunction with the Department of Health, the Peer Counsellor Programme is now in its 2nd year. This year, 16 mothers who have exclusively breastfed for at least 3 months joined the programme and completed 20 hours' training on breastfeeding counselling.

Together with the first batch of Angels (peer counsellors), the programme has a team of 28 breastfeeding counsellors helping new mothers and sharing insights in breastfeeding. They are now serving at MCHCs in Lek Yuen, Tsuen Wan and Chaiwan holding "Happy Talks for Breastfeeding Mothers" at support group meetings. They promote breastfeeding to other mothers and the public through their personal experience in breastfeeding.

Fostering the establishment of breastfeeding support groups is one of the steps in the "Ten Steps to Successful Breastfeeding". Peer support increases mothers' self confidence to sustain breastfeeding. We hope to further enhance the content of the programme to support more breastfeeding mothers and facilitate hospitals to become Baby Friendly.

If interested, please refer to posters at Lek Yuen, Tsuen Wan and Chaiwan MCHCs or visit www.babyfriendly.org.hk for details. We welcome your participation whether you are pregnant or have already given birth.

「媽記奶品工場」漫畫書冊 "Mum's milk factory" Comic Book

衛生署、醫院管理局、愛嬰醫院香港協會和香港母乳育嬰協會合作出版一本名為「媽記奶品工場」的書冊，以漫畫形式跟大家分享一位授乳媽媽的親身經驗，藉此推廣母乳餵哺。書冊圖畫生動有趣，文字淺白易明，無論你有否授乳經驗，看後定必會心微笑。請瀏覽 www.babyfriendly.org.hk 下載漫畫書冊（只有中文版）。

BFHIHKA together with the Department of Health, the Hospital Authority and Hong Kong Breastfeeding Mothers' Association published a comic book to promote breastfeeding. The booklet titled "Mum's milk factory" features lively interesting drawings with easy-to-read texts. Whether you have breastfed or not, you are sure to smile when reading it. Please visit our website www.babyfriendly.org.hk to download a copy (Chinese version only).



受訓完畢的學員在母嬰健康院內擔任母乳餵哺輔導員向新手媽媽「教路」，分享餵哺母乳心得

Newly trained peer counsellors are now helping mothers and sharing insights in breastfeeding at MCHC meetings.



「愛嬰醫院」認證計劃 Baby Friendly Hospital Accreditation

「愛嬰醫院運動」是世界衛生組織及聯合國兒童基金會在 1991 年發起的全球運動，主要目的是促進所有提供婦產服務的醫院致力達到「愛嬰醫院」的服務標準及要求，為媽媽及嬰兒提供母乳哺育所需支援。

衛生署聯同醫院管理局於 8 月 5 日舉行的聯合記者會上宣布將參與聯合國兒童基金會愛嬰醫院香港協會的「愛嬰醫院」認證計劃。每間醫院認證程序預計需時最多五年，其後每三年重檢一次，以確保服務符合要求。

醫管局總行政經理（質素及標準）邱家駿醫生表示，計劃將在 2013/14 年度於伊利沙伯、瑪麗及廣華 3 家醫院率先推行，料會於五年內獲得「愛嬰醫院」的服務標準認證。醫管局亦計劃為轄下其他 5 間設有產科的公立醫院，分階段向協會申請「愛嬰醫院」認證。

為配合上述計劃，三所率先推行的醫院每所將增加兩名專職協助母親餵哺母乳的產科護士，臨床推動母乳餵哺及為母親解決母乳餵哺的疑難。此外，計劃又會鼓勵醫院推行母親友善分娩措施，協助母親自然分娩，從而增加媽媽純母乳餵哺的機會。

衛生署助理署長（家庭及長者健康服務）梁士莉醫生指出，「愛嬰醫院」的純母乳餵哺率，比一般醫院高出逾兩至三成。因此，衛生署和醫院管理局合作，推動全港設有產科的公立醫院進行認證，並促請母嬰健康院予以配合。

資料顯示，2011 年全球已有超過 2 萬間醫院獲得認證。本會於今年初已舉辦簡報會，向醫院相關人員闡述了香港「愛嬰醫院」評審的細則及要求。請瀏覽 www.babyfriendly.org.hk 詳閱相關資料（只有英文版）。

The Baby Friendly Hospital Initiative was first launched in 1991 by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) with the aim to promote all health facilities with maternity units attaining service standards of a Baby Friendly Hospital that would provide mothers and babies with the necessary breastfeeding support.

At the joint press conference held on August 5, the Department of Health and the Hospital Authority (HA) announced their participation in BFHIHKA's Baby Friendly Hospital Designation process. The maximum time for each hospital to go through the process is 5 years. Re-assessment will be done every 3 years thereafter to ensure maintenance of service quality.

Dr Alexander Chiu, Chief Manager (Quality and Standards) of HA said the first three HA hospitals to join the process are Queen Elizabeth Hospital, Queen Mary Hospital and Kwong Wah Hospital. They are expected to receive the Baby Friendly Hospital Award within five years. The other 5 hospitals with maternity units will also apply for the accreditation in stages.

To fit in with the above plan, the first three hospitals will each recruit two additional obstetric nurses to specifically assist mothers to breastfeed and promote breastfeeding at the bedside as well as help mothers resolve problems encountered in breastfeeding. In addition, hospitals will be encouraged to implement Mother-friendly Childbirth measures to assist mothers to have a natural childbirth and increase the chance for exclusive breastfeeding.

Dr Shirely Leung, Assistant Director (Family and Elderly Health Services) of the Department of Health pointed out that the exclusive breastfeeding rate of Baby Friendly Hospitals is usually 20-30 per cent higher than at other hospitals. In view of this, the Department of Health will join hands with HA to promote all government hospitals with maternity units being designated while MCHCs will facilitate the process accordingly.

Records showed that there are more than 20,000 hospitals in the world designated as Baby Friendly Hospitals. BFHIHKA conducted a briefing session in January this year to provide hospitals with details and requirement of the designation process in Hong Kong. Please visit www.babyfriendly.org.hk to obtain relevant materials (English version only).



「母親友善分娩」的十項指引 Ten Steps of the Mother-friendly Childbirth Initiative

為響應今年「國際母乳哺育周」主題——「全方位，全角度，支持母乳餵哺」，愛嬰醫院香港協會與衛生署合作，新增了一個專門講述「母親友善分娩」的單元以補充衛生署現有專為醫護專業人員而設的母乳育嬰自學培訓教材，協助醫生、助產士及護士以這個新增單元配合現有資料套內的相關教材，達成「愛嬰醫院」非臨床部份所需培訓。教材套指出每一所提供產科及初生嬰兒護理服務的設施都應該遵守以下的十項指引：

1. 讓所有分娩母親毫無限制得到陪產、分娩支援及專業助產護理。
2. 提供分娩護理運作的準確、描述性及統計資料。
3. 照顧不同文化的護理需要。
4. 讓分娩女士自由走動及選擇姿勢。
5. 清楚界定政策、相關協作、會診及聯接社區資源的程序。
6. 不應用沒有科學實證支持的運作及程序。
7. 教育員工採用非藥物方法鎮痛及不推廣使用鎮痛藥、麻醉藥物。
8. 鼓勵所有母親及其家庭成員接觸、摟抱、照顧嬰兒及以母乳餵養。
9. 不鼓勵為新生嬰兒做非宗教性的割禮。
10. 努力實踐世界衛生組織及聯合國兒童基金會愛嬰醫院運動推廣母乳餵哺的《成功母乳育嬰十項指引》。

香港政府在 2013 年停止內地『雙非』孕婦於公立和私立醫院的產期分娩預約，此舉有助減輕前綫產科醫護人員的工作壓力。期望各家醫院因而可投放更多人力資源及時間，循母親友善護理方向發展，進一步加強對母乳餵哺媽媽的支援。

To echo the theme of World Breastfeeding Week this year, "Breastfeeding Support: Close to Mothers", BFHIHKA collaborated with the Department of Health to launch a new chapter on *Mother-friendly Childbirth* to supplement the existing Department of Health self-learning breastfeeding kit for healthcare professionals. This will assist doctors, midwives and nurses to complete their required training for a Baby Friendly Hospital after going through this new chapter and relevant materials of the breastfeeding kit, other than the practical part. The Chapter points out that all obstetric and neonatal care facilities should provide services based on the following guidelines:

1. Offers all birthing mothers unrestricted access to birth companions, labour support, professional midwifery care.
2. Provides accurate, descriptive, statistical information about birth care practices.
3. Provides culturally competent care.
4. Provides the birthing woman with freedom of movement to walk, move, assume positions of her choice.
5. Has clearly defined policies, procedures for collaboration, consultation, links to community resources.
6. Does not routinely employ practices, procedures unsupported by scientific evidence.
7. Educates staff in non-drug methods of pain relief and does not promote use of analgesic, anaesthetic drugs.
8. Encourages all mothers, families to touch, hold, breastfeed, care for their babies.
9. Discourages nonreligious circumcision of the newborn.
10. Strives to achieve the WHO/UNICEF Ten Steps of the Baby-Friendly Hospital Initiative to promote successful breastfeeding.

Since the HKSAR Government has prohibited Mainland pregnant women's bookings in both public and private hospitals altogether in 2013, it is hoped that more manpower and time could be allocated for Mother-friendly Childbirth in hospitals to further strengthen the support for breastfeeding mothers.



需要你的支持！ *Need Your Support!*

為了給孩子們一個好的開始，我們誠邀你登記支持本會活動或捐款。本會會定期和大家分享母乳育嬰的資訊。詳情請瀏覽本會網站 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 supporter or make a donation. We will share with you the latest news and information about breastfeeding. For more information, please visit us at www.babyfriendly.org.hk or call at 2591 0782.



捐款 / 登記表格 Donation / Application Form

本人欲捐助HK\$_____於愛嬰醫院香港協會。收據人/機構為_____。
I wish to donate HK\$_____ to the Association. Please issue receipt in the name of _____.
(港幣\$100元以上捐款，可申請免稅。Donation of HK\$100 or more is tax-deductible)

本人欲協助愛嬰醫院香港協會義務工作。
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: _____

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。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。

Please complete this form and post it to *Baby Friendly Hospital Initiative Hong Kong Association, 3rd Floor, 60 Blue Pool Road, Happy Valley, Hong Kong* or by fax/email at 2338 5521 / bfhi@unicef.org.hk. For making a donation, please post to us a crossed cheque payable to “Baby Friendly Hospital Initiative Hong Kong Association” together with this form.

愛嬰醫院香港協會及本會委託的服務提供者，會不時透過閣下提供的聯絡方法，向閣下發出收據，進行捐助者調查和提供資訊及募捐資料，讓閣下知悉本會及聯合國兒童基金會香港委員會及基金會總會的事務、活動和訊息。所有個人資料絕對保密，並會嚴格遵照法律規定處理。若閣下不願意收到上述資訊及資料，請在方格加上剔號。Baby Friendly Hospital Initiative Hong Kong Association (BFHIHKA) and any service provider engaged by BFHIHKA may use your contact information from time to time to issue receipts, conduct donor survey and to provide you with communications and fundraising materials to inform you of programmes, activities and appeals of BFHIHKA, Hong Kong Committee for UNICEF and UNICEF. All personal data will be kept confidential and handled in accordance with applicable laws. In the event that you do not wish to receive such materials or communications, please tick the box.

簽名 Signature: _____ 日期 Date: _____



2013 年度執委會成員 Executive Committee Members 2013

孔美琪博士 銅紫荊星章 (主席)
Dr Maggie Koong BBS (Chairman)

鄺毅山醫生
Dr Kwong Ngai-Shan

黃譚智媛醫生 太平紳士
Dr Vivian Taam Wong JP

葉麗嫦醫生 (副主席)
Dr Patricia Ip (Vice-chairman)

林志愛女士
Ms Christine Lam

余婉玲女士
Ms Maggie Yu

梁永昌醫生 (副主席)
Dr Leung Wing-Cheong (Vice-chairman)

梁平醫生
Dr Maurice Leung

黃漢光醫生 (司庫)
Dr Thomas Wong (Treasurer)

倪以信醫生
Dr Tony Nelson

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

黃高美雲女士
Mrs Corina Wong



© 愛嬰醫院香港協會，2013 年 10 月
版權所有 不得轉載

© Baby Friendly Hospital Initiative Hong Kong Association, October 2013
All rights reserved.



Stamp
郵票

香港跑馬地藍塘道六十號三樓 3/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.