

# 國際母乳哺育周 2011 齊傾齊講！支援母乳哺育多面睇

## World Breastfeeding Week 2011 Talk to me! Breastfeeding – A 3-D Experience

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### Press Release

## World Breastfeeding Week 2011 Press Conference

### Mothers Having High Intention to Breastfeed while Medical Staff Training Being Unsatisfactory

Hong Kong, 30 July 2011 – The Department of Health, Hospital Authority and UNICEF Baby Friendly Hospital Initiative Hong Kong Association (BFHIHKA) joined hands to organise the annual press conference. At the press conference, result of the annual survey of BFHIHKA shows that breastfeeding rate is on the rise despite the high demand on obstetric services. This reveals a high intention to breastfeeding among mothers in Hong Kong.

Dr Patricia Ip, Chairman of BFHIHKA reported that for the births in 2010, the breastfeeding rate on discharge from hospitals was 79.2%, 2.5% higher than the previous year. “We are also happy to see that, other than two private hospitals, all of the others have followed public hospitals’ policy of not accepting free infant formula milk.” said Dr Patricia Ip. For skin to skin contact between mother and baby right after birth lasting over an hour, a practice that will facilitate breastfeeding, although the percentage is still low, it is good to see an increase from 13% to 22% among hospitals. However, 44% of the hospitals, mainly private hospitals, did not allow mothers and babies to stay in the same room day and night.

Besides, the rate of health care staff receiving required training on breastfeeding is still low, in particular paediatric nurses and both paediatric and obstetric doctors, the rates are 13%, 4% and 1% respectively. Dr Patricia Ip said, “When the society has vigorous discussions on what volume of obstetric and neonatal services Hong Kong can cope with, let’s not forget the importance of discussing at the same time, whether we are able to provide a health care system which is mother-baby friendly.”

Dr Rachel Cheng, Senior Medical Officer, Family Health Service said, “To equip health professionals with the necessary knowledge and skills in supporting breastfeeding mothers and managing lactating problems, the Department of Health is in the process of developing a multi-media e-learning education kit for doctors with frequent contact with pregnant and breastfeeding women, including obstetricians, paediatricans and family physicians. In addition, the Department has set up a multidisciplinary taskforce to develop and promote the Hong Kong Code of Marketing of Breastmilk Substitutes. The process will



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involve all key stakeholders in the community.”

Dr Tony Ko, Chief Manager and Chairman, Hospital Authority Steering Committee on Breastfeeding said the Hospital Authority fully supports breastfeeding. To enhance staff training, three training courses on breastfeeding are organised each year. New publications are purchased to ensure staff gaining up-to-date information on breastfeeding. Besides, education materials for mothers have been translated into various languages and uploaded to the intranet. This is to facilitate communication with new mothers of different races and teach them the skills of breastfeeding.

Ms Judy Chan, Chairman of Hong Kong Committee for UNICEF shared her experience as a breastfeeding mother. Like many mothers, she had encountered difficulties in breastfeeding. She believes that a supportive family and a considerate employer are important for a mother to overcoming these challenges. Besides, she observed that many commercials of formula milk companies exaggerate the benefits of infant formula. These messages affect new mothers' decision on infant feeding if they do not have enough knowledge on breastfeeding.

The theme of this year's World Breastfeeding Week: Talk to me! Breastfeeding – A 3-D Experience, draws our attention to the importance of communication in supporting breastfeeding. To widen the outreach of breastfeeding message, this year, for the first time ever, we have invited young people to participate and talk about their views on the breastfeeding issue.

Kiki Fung and Sherry Tang, students from the medical school of the Chinese University of Hong Kong did a comparative study between the promotion of formula milk and breast-milk. To attract public attention, it is common for formula milk companies to make large-scale advertisement with promotion by celebrities and exaggeration of the benefits of formula milk. On the contrary, health care workers focus more on communicating facts and evidence to mothers, which is comparatively dull. Furthermore, the promotion materials are mostly found in health care facilities. The medical students urged the authority to speed up the implementation of WHO's Code and prohibit all advertisement on infant formula. Promotional materials on breastfeeding should be more reader-friendly and emphasise more on the benefits of breastfeeding. At the end, they showed an interesting short film to raise public awareness on the potential health risk of formula-feeding.

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**Photos of the event can be downloaded at this link:**  
<http://www.unicef.org.hk/photorelease/wbw/pc2011.zip>

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#### *About Family Health Service, Department of Health*

*The Family Health Service provides a comprehensive range of health promotion and disease prevention services for children from birth to 5 years and women at or below 64 years of age. These services are provided by a dedicated team of medical & nursing professionals and supporting staff, through a network of 31 Maternal and Child Health Centres (MCHCs) and 3 Woman Health Centres (WHCs).*

#### **About Hospital Authority**

*The Hospital Authority is a statutory body established under the Hospital Authority Ordinance in 1990. We have been responsible for managing Hong Kong's public hospitals and their services to our community since December 1991. We are accountable to the Hong Kong Special Administrative Region Government through the Secretary for Food and Health, who also formulates health policies and monitors our performance. At present, we manage 41 hospitals and institutions, 48 Specialist Out-patient Clinics (SOPCs), and 74 General Out-patient Clinics (GOPCs). Between them, they provide 27,100 beds, or about 4 beds for every 1,000 members of the public.*

*The Hospital Authority is a "people-first" organisation. Our work is guided by our Vision, Mission, and Values, and our primary objectives are to help our community stay healthy and to contribute towards the fulfillment of the Hong Kong SAR Government's policy that "no one should be prevented, through lack of means, from obtaining adequate medical treatment". We do this by ensuring that all members of the community have access to comprehensive, affordable, highly professional and people-centred preventative, curative and rehabilitation healthcare services if they need them.*

#### *About UNICEF*

*UNICEF is on the ground in 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.*

#### **About Baby Friendly Hospital Initiative Hong Kong Association**

*In 1992, the Hong Kong Committee for UNICEF formed the Baby Friendly Hospital Initiative Committee in order to promote and support breastfeeding in Hong Kong. This Committee has been organizing activities for the World Breastfeeding Week in Hong Kong. With the increasing support given by local maternity hospitals and health centres, the Committee was registered as the Baby Friendly Hospital Initiative Hong Kong Association in June 1994 aimed at promoting breastfeeding and protecting infant health.*

*We are committed to creating a healthcare environment that enables mothers, families and other caregivers to make informed decisions about optimal infant feeding.*

