

# 國際母乳哺育周 2012 理解過去，計劃將來

## World Breastfeeding Week 2012 Understanding the Past, Planning the Future

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## PRESS RELEASE

28 July 2012

### World Breastfeeding Week 2012 Press Conference

#### Survey reveals over 80% of mothers breastfeed while conditions for exclusive breastfeeding have yet to be improved

Hong Kong, 28 July 2012 – 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, results of the annual survey of BFHIHKA showed that over 80% of mothers initiated breastfeeding on discharged from hospitals. The rate has reached the highest ever in 20 years.

According to the survey results, breastfeeding rate on discharge from hospitals in year 2011 was 83.3%, 4.1% higher than the previous year. “Number of births in 2011 increased by 7.5% compared to 2010. Although ensuring the large number of non-local mothers receiving antenatal preparation for breastfeeding was a challenge, the breastfeeding rate continued to rise steadily. This reflects that mothers’ intention to breastfeed is high.” Besides, all 18 hospitals with maternity units stopped receiving free supplies of infant formula this year, thus avoiding conflicts of interests. This marked a major step towards achieving Baby Friendly Hospital status in Hong Kong.

However, conditions that facilitate exclusive breastfeeding in Hong Kong have yet to be improved. For instance, 8 out of 10 private hospitals with maternity units do not room-in mothers and babies day and night making exclusive breastfeeding difficult. Dr. Ip emphasised, “The Ten steps to successful breastfeeding, such as rooming-in, training of medical and nursing staff, promotion of mother support group, etc., complement each other to put mothers on a firm ground to sustain exclusive breastfeeding after discharge from hospitals.”

Furthermore, BFHIHKA conducted the World Breastfeeding Trend Initiative (WBTi) assessment in 2008, and a re-assessment early this year. The result was released at the press conference. Out of a total score of 150, Hong Kong scored 37, an increase from 27 in 2008. The re-assessment found improvements in the implementation of the International Code of Marketing of Breastmilk Substitutes, educational information for the public and monitoring infant and young child feeding. Even so the score is far lower than our neighbouring regions, such as China, the Philippines, Thailand, and Korea. Dr. Ip said, “Hong Kong scores 0 in the item of ‘Policy, Programme and



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Coordination'. This reflects a lack of long-term planning of breastfeeding policy in Hong Kong. We recommend the establishment of a multisectorial Central Breastfeeding Committee that performs a leadership role in formulating a breastfeeding policy in Hong Kong, monitor its implementation and evaluate its effectiveness.”

Dr Barbara Fung, Senior Medical Officer, Family Health Service said, “Department of Health has launched a series of health educational resources for health care professionals and the public, including a multi-media e-learning kit for medical practitioners, a flip-chart on breastfeeding and a breastfeeding information booklet to facilitate health professionals in individual counselling with expectant and lactating mothers. The Department of Health recognises that the implementation of the ‘International Code of Marketing of Breastmilk Substitutes’ is an important public health measure in protecting breastfeeding and ensuring proper use of breastmilk substitutes through appropriate marketing practices. In June 2010, a multidisciplinary Taskforce was set up to develop and promote the Hong Kong Code of Marketing of Breastmilk Substitutes. We will consult the trade and collect the views of various parties when the drafting of the Hong Kong Code is completed.”

Ms Sylvia Fung, Chief Manager (Nursing)/Chief Nurse Executive, Hospital Authority and Co-Chairman, Hospital Authority Steering Committee on Breastfeeding said that promoting, supporting and protecting breastfeeding is one of the major objectives of the Hospital Authority. The Authority has stopped accepting free infant milk formulae from suppliers and continues to monitor the vendors’ compliance to contractual requirement. The Authority also enhances mother-friendly practices, and training for nursing staff, care-related and clerical support workers in all birthing hospitals. Nonetheless, through the successful telephone follow-up of 2,547 breastfeeding mothers upon hospital discharge, 1,860 were still breastfeeding at 1 month postpartum, and only 616 of them were breastfeeding exclusively. This reveals that breastfeeding support is needed not only within the hospitals, but also in the community in order to improve the sustainability of breastfeeding.

Ms Dorothy Ip, a mother of two, shared her experience on breastfeeding in Hong Kong. She observes that the general public has a more positive attitude toward breastfeeding than 4 years ago when she delivered her first child. However, breastfeeding education to the public is far from enough. She hopes that better education would ease public’s misconceptions and encourage employers to make flexible work arrangements. This would help cultivate a mother baby friendly environment in Hong Kong.



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### More information can be downloaded at the below links:

Photos of the event: <http://www.unicef.org.hk/photorelease/wbw/pc2012.zip>

Full report on BFHIHKA annual survey 2012:

[http://www.unicef.org.hk/download/wbw2012/2012\\_WBWRReport\\_E.pdf](http://www.unicef.org.hk/download/wbw2012/2012_WBWRReport_E.pdf)

Full report of WBTi HKSAR second assessment:

<http://www.unicef.org.hk/download/wbw2012/WBTi-HKSAR2012.pdf>

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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. The Authority's work is guided by its Vision, Mission, and Values, and the 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". The Authority does 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**

United Nations Children's Fund (UNICEF) is the world's leading UN organisation working specifically for children, with a presence in more than 190 countries and territories. Since our establishment in 1946, we have been working with other UN agencies, governments and NGOs to ensure children's rights to survival, development, protection and participation.

UNICEF is at the forefront to achieve ZERO SUFFERINGS for children worldwide. There has been substantial progress: UNICEF has contributed to saving 12,000 more children's lives than was the case 20 years ago. But still, 21,000 children die each day from preventable causes, and 7.6 million children are not reaching their fifth birthday every year. Our mission does not stop at "12,000 fewer" deaths per day. We stop at ZERO.



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### **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.

### **About World Breastfeeding Trend Initiative (WBTi)**

WBTi is developed by International Baby Food Action Network (IBFAN) Asia to assess the implementation of the WHO Global Strategy for Infant and Young Child Feeding. Currently 81 countries are participating in the project. The information collected will be the largest global database on policies and programmes for supporting breastfeeding. The assessment assists in the identification of gaps and the recommendation of improvement measures.

### **About International Code of Marketing of Breastmilk Substitutes**

The “International Code of Marketing of Breastmilk Substitutes” was developed by the WHO and UNICEF in 1981 in order to protect breastfeeding. The aim of this Code is to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breastfeeding, and by ensuring the proper use of breastmilk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.

