### **Women's Commission**

### **Promotion of Breastfeeding**

### **Purpose**

This paper is to brief Members on the policy implemented by the Food and Health Bureau (FHB) on the promotion of breastfeeding.

### Policy on the Promotion of Breastfeeding

- The Government has a longstanding commitment to protect, promote and support breastfeeding. In April 2014, FHB set up a Committee on Promotion of Breastfeeding (the Committee) to provide advice on strategies and action plans to further protect, promote and support breastfeeding in different sectors of Hong Kong and to oversee their implementation. Chaired by Prof. Sophia Chan Siu Chee, the Under Secretary for Food and Health, the Committee comprises representatives from healthcare professionals, academia, and breastfeeding advocates from NGOs and private sectors.
- 3. Under the Committee, a Working Group on Community Support for Breastfeeding was established to recommend to the Committee action plans to support breastfeeding in the workplace and public places, and strategies to strengthen the publicity and public education on breastfeeding. Details of the policy on breastfeeding are at **Annex**.

### **Advice Sought**

4. Members are invited to note the above-mentioned policy.

Food and Health Bureau July 2014

Annex

# Protecting, Promoting and Supporting Breastfeeding in Hong Kong 維護、推廣和支持母乳餵哺

Women's Commission Meeting 18 July 2014



### Linking Child Survival and Child Development for Health, Equity, and Sustainable Development

[Dr. Margaret Chan, DG, WHO. Lancet, 4 May 2013]

- "Three areas are critical foundations healthy child development:
  - 1. stable, responsive, and nurturing caregiving with opportunities to learn
  - 2. safe, supportive, physical environments
  - 3. appropriate nutrition"



Dr Margaret Chan Director-General



### **Short Term Benefits of Breastfeeding**

### 母乳餵哺的短期效益

### UK Millennium Cohort Study (英國千禧世代研究) (N= 15 890)

- Exclusive BF (全母乳餵哺) for 6M
  - -> monthly hospital admissions (每月住院比率)for
    - ✓ diarrhea (腹瀉) decreased by 53%;
    - ✓ respiratory infections (下呼吸道感染) decreased by 27%

M.A. Quigley, et al. Breastfeeding and Hospitalization for Diarrheal and Respiratory Infection in the United Kingdom Millennium Cohort Study. PEDIATRICS 119, e837-842. 2007

### US economic study (美國經濟研究)

- If 90% of families comply with Exclusive BF (全母乳餵哺) for 6 months (vs 12% in 2005)
  - ✓ save \$13 billion(130億美元)/year; & prevent an excess of 911 deaths (死亡個案)



Bartick M & Reinhold A. The Burden of Suboptimal Breastfeeding in the United States: A Pediatric Cost. PEDIATRICS Volume 125, Number 5, May 2010

### **Long Term Benefits of Breastfeeding**

### 母乳餵哺的長期效益

- Prevent Non Communicable Diseases(預防非傳染病)
   (NCD):
- Many Chronic Diseases (慢性疾病) (e.g. Cardiovascular diseases (心臟病), diabetes(糖尿病), allergies(過敏症)) have origins in early life
  - Early nutrition (早期營養) during the sensitive developmental period has biological programming effects on subsequent risks of NCDs and adult health
  - Exclusive BF for 6 months offer effective primary prevention for NCDs
- Improve intellectual performance (有利智力發展)
- 1. Long-term effects of breastfeeding: a systematic review. WHO 2013
- 2. Breast-feeding: A Commentary by the ESPGHAN Committee on Nutrition. 2009
- Ip S et al. Breastfeeding & Maternal and Infant Health Outcomes in Developed Countries. Agency for Healthcare Research and Quality.

  April 2007.
- 4. Mark A. Hanson a, Peter D. Gluckman. Developmental origins of health and disease: Moving from biological concepts to interventions and policy. Int J Gynecol Obstet 115 Suppl. 1 (2011) S3–S5



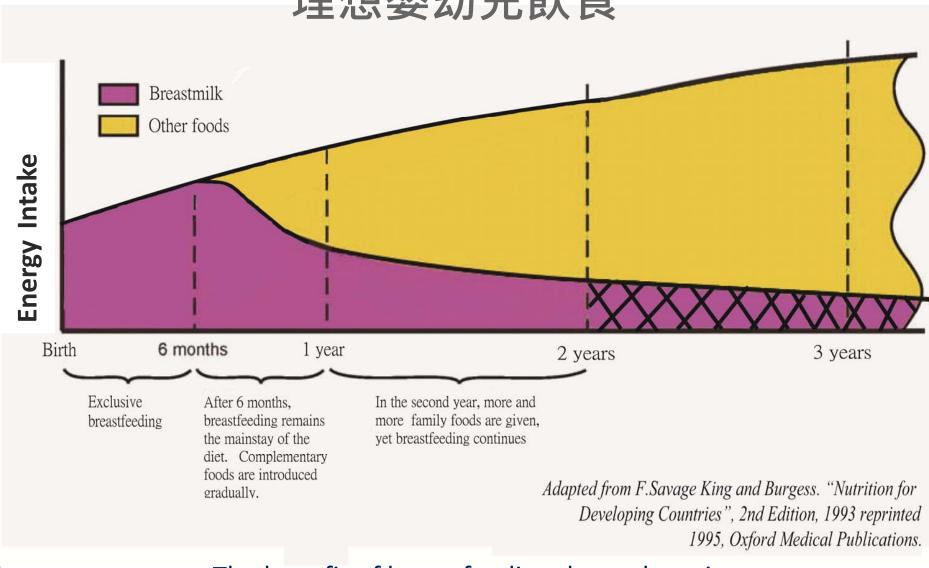
### **Benefits to Mothers**

母乳餵哺對媽媽的好處

- Less postpartum bleeding (產後出血)
- Return to pre-pregnancy weight more quickly
- Increase child spacing due to the lactational amenorrhea(哺乳期閉經)
- Reduced risk of breast cancer(乳癌), ovarian cancer(卵巢癌), and diabetes(糖尿病) in later life



### Optimal Infant & Young Child Feeding 理想嬰幼兒飲食



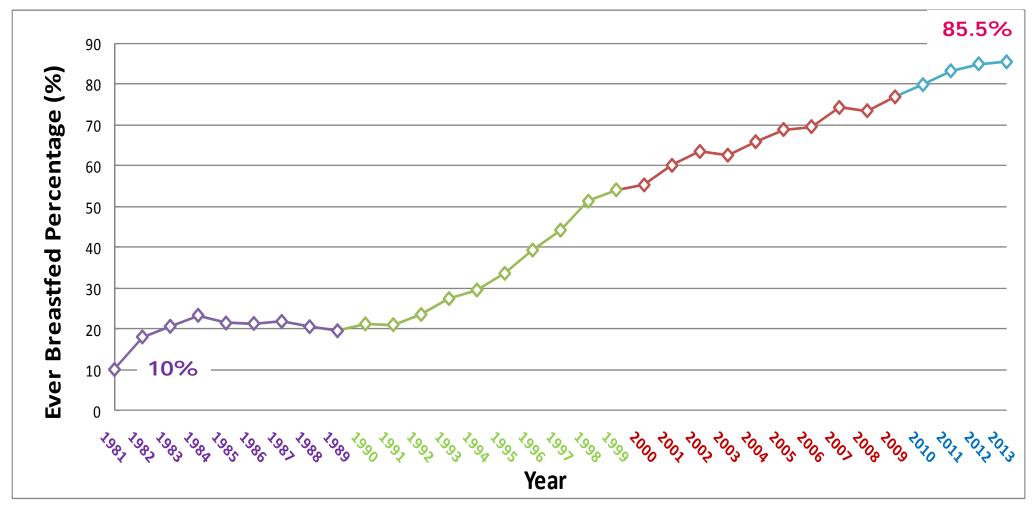


The benefit of breastfeeding depends on its duration(餵哺期) & exclusiveness (以全母乳餵哺)...

# Local Breastfeeding Scene 本地母乳餵哺情況



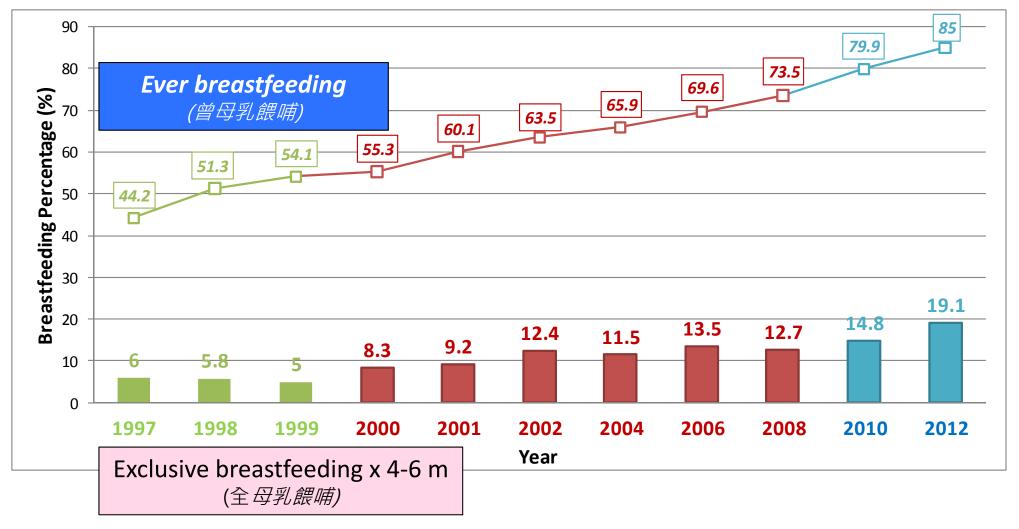
## Percentages of Newborns Ever Breastfed on Discharge from Hospitals(出院時的母乳餵哺率), 1981-2013





Source: regular reports from all maternity units in public and private hospitals in Hong Kong.

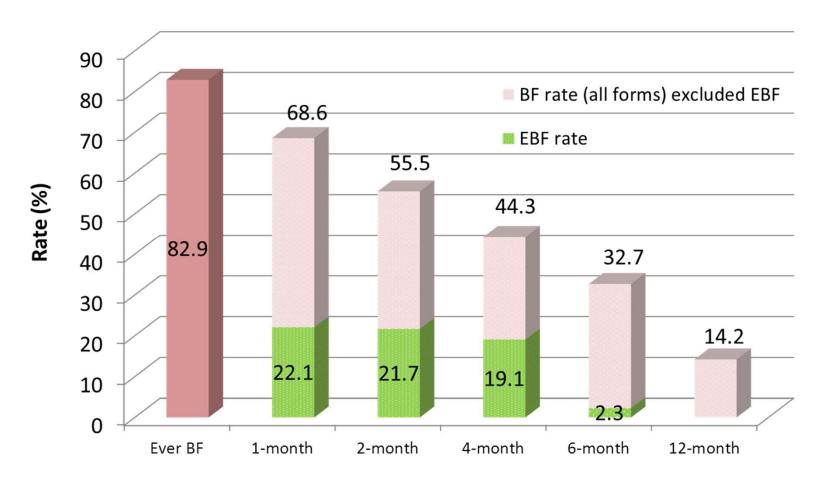
### Breastfeeding Rates(母乳餵哺率), 1997-2012





Source: regular reports from all maternity units in public and private hospitals in Hong Kong & BF Survey FHS,DH

### The Majority of Mothers who have Initiated Cannot Establish Breastfeeding......





Source: 2013 BF survey FHS, DH

### **Barriers to Breastfeeding**

母乳餵哺的障礙



### **Reasons for Stopping Breastfeeding**

Table 3. Primary	reason f	for weaning	according	to infants'	age at	weaning
rabic or rilliar	ricasonii	or wearing	according	to inflants	age at	wcarming

•		Infants' age in months when no longer receiving any breastmilk						
	Total	<1	1 to <3	3 to <6	6 to <9	9 to <12		
	(N=1103) <sup>a</sup>	(n = 469)	(n = 322)	(n = 132)	(n = 97)	(n = 83)		
Characteristic	%	%	%	%	%	%		
Insufficient milk	34.5	36.7	31.1	37.1	35.1	30.1		
Returning to Work†	31.4	12.6	58.7	48.5	23.7	13.3		
Baby is always hungry†	14.1	21.5	11.8	4.6	4.1	7.2		
Maternal illness†	11.7		7.8	5.3	6.2	12.1		
Sucking / latching problems†	10.9	87.3%	5.0	5.3	8.3	10.8		
Fatigue / stress†	10.3		7.1	7.6	5.2	6.0		
Inconvenient / too time consuming	8.9	10.9	7.1	9.1	8.3	4.8		
Nipple / breast pain†	5.7	9.0	2.5	1.5	5.2	7.2		
Infant illness†	4.8	9.4	2.5	0.8	0.0	0.0		
Right time to wean†	3.5	0.2	0.0	6.1	19.6	13.3		
Poor weight gain	1.9	3.0	1.6	0.0	1.0	1.2		

<sup>†</sup> p < .001

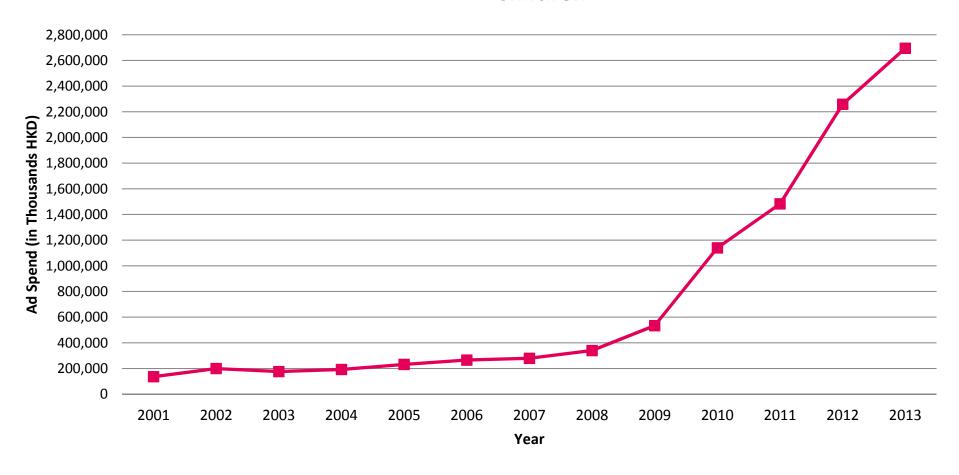




a 16 participants did not have a stated reason for weaning

### **Aggressive Marketing of Formula Milk**

### Ad Spend (廣告開支) on Formula Milk for 0-36m Infants and Young Children

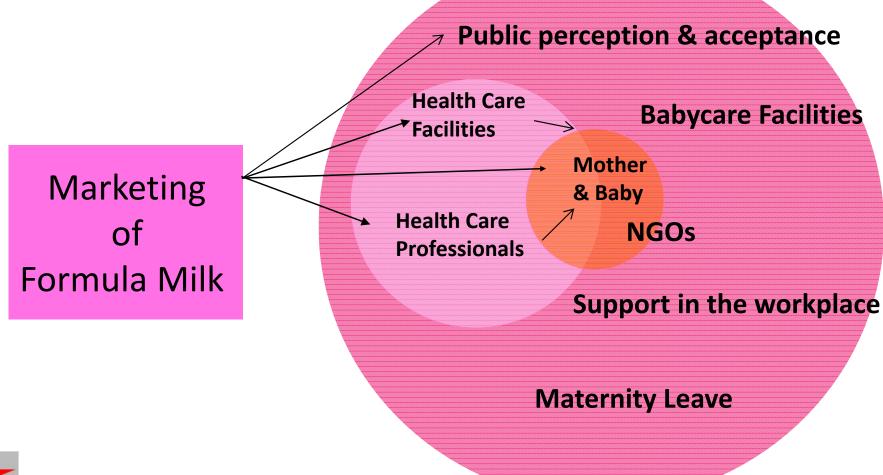




In 2013, the trade spent \$2.7 billion (27億) on advertising and promotion (about 20 times of the spending in 2001).

Source: admanGo

Multiple Determinants of Breastfeeding AND A Systems Approach to Protecting, Promoting and Supporting Breastfeeding





# Ongoing Activities to Protect, Promote and Support Breastfeeding

- Baby-friendly Initiative in Healthcare Facilities 愛嬰醫院運動
- 2. Breastfeeding in Public Places 公共場所母乳餵哺
- 3. Breastfeeding Friendly Workplace 母乳餵哺友善工作間
- 4. Publicity and Public Education 教育及宣傳
- 5. The Hong Kong Code of Marketing of Breastmilk Substitutes 香港守則



### Committee on Promotion of Breastfeeding 促進母乳餵哺委員會

Chairperson: Under Secretary for Food and Health 食物及衞生局副局長

Secretariat: DH 衞生署

Advisory bodies to Government

**NGOs** 

**Community leaders** 

### **Members:**

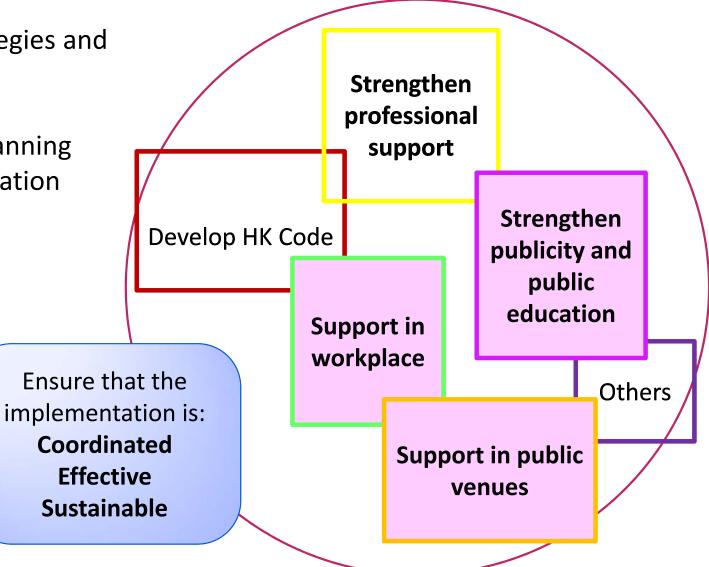
Healthcare Professional Bodies

**Academia** 

### Committee on Promotion of Breastfeeding 促進母乳餵哺委員會

◆ Advise on strategies and actions

 Oversee the planning and implementation





# Working Group on Community Support of breastfeeding 社區支援母乳餵哺工作小組

- Chaired by Dr Maggie Koong
- Set up in June 2014 under the Committee on Promotion of Breastfeeding
- Aim:
  - Make recommendation to the Committee on strategies and actions to promote and support Breastfeeding in the community



# 1. Baby-friendly Initiative in Healthcare Facilities (愛嬰醫院運動)

"The single most fundamental intervention to achieve increases in initiation, exclusivity and duration of breastfeeding for all women in a developed country setting."

Policy & Public Health Recommendations to promote initiation & duration of breastfeeding in developed country settings. Public Health Nutrition:13(1),137-141.



### The Baby Friendly Initiative (BFI)

### 愛嬰醫院運動

- A worldwide programme of the WHO (世界衛生組織)& UNICEF (聯合國兒童基金) that encourages all maternity units and community child health/care organisations to
  - 1. comply with the International Code of Marketing of Breastmilk Substitutes (國際母乳代用品銷售守則) & subsequent relevant WHA (世界衛生大會) resolutions
  - 2. fully practise
    - Ten Steps to Successful Breastfeeding (成功母乳餵哺十項指引) in maternity units (& accredited as Baby-friendly Hospitals)
      - To date, there are > 2,000 hospitals worldwide accredited as "Baby-friendly"
    - Seven Points for Sustaining Breastfeeding in the Community (UNICEF, UK)



### **Public Birthing Hospitals & Clinics**

- Hospital Authority has a plan to designate all birthing hospitals as Baby Friendly Hospital (BFH) by 2020.
  - 3 pilot hospitals : QEH, QMH, KWH
- There is a plan for MCHCs to provide seamless transition of care on breastfeeding



# 2. Breastfeeding in Public Places 公共場所母乳餵哺



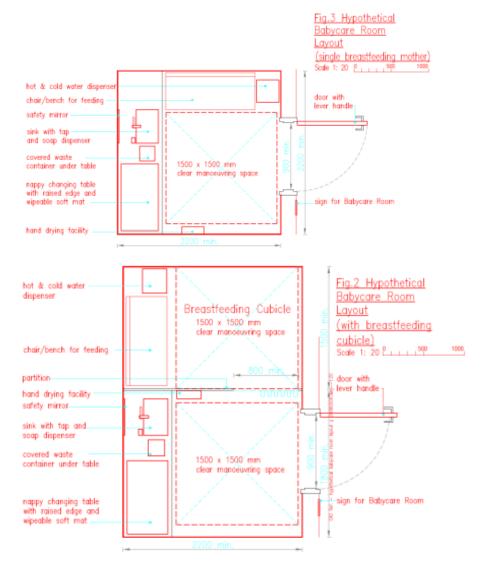
### Babycare Facilities (BCF) 育嬰間

- In 2008, FHB issued the *Advisory Guidelines on Babycare Facilities* (BCF) (育嬰間設置指引)
  - 227 BCFs in government premises (as of Dec 2013)
- In 2009, the Buildings Department issued a **Practice**Note on the Provision of Babycare Rooms in
  Commercial Buildings (《在商業樓宇提供育嬰間設施》的作業備考)
  - There are a total of 69 BCFs in shopping malls (Source: HK BF Mothers' Association website)



### Provision of Babycare Facilities (BCF) in Government Premises

**Advisory Guidelines on Babycare Facilities (2008)** 



- Issued by FHB. Developed with the support of DH, GPA, BD, HD & ArchSD
- Encourage the incorporation of BCF in Government premises frequently used by the public
- BCF is treated as an item in Schedule of Accommodation (SOA) by GPA



### Breastfeeding Friendly Premises 母乳餵哺友善場所

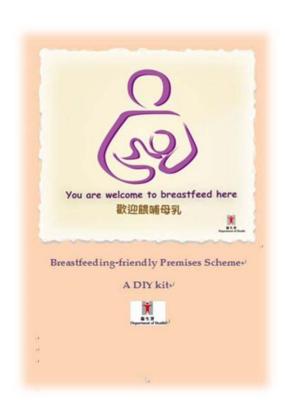
### Objective

 to encourage Government B&Ds, NGOs and corporations of public and private to welcome mothers to breastfeed in their areas open to public

### Staff of the organisation should:

- Display a welcoming attitude to breastfeeding mothers
- 2. Support and create a comfortable environment for mothers to breastfeed
- Explain to other users about the organisation's policy to welcome and support mothers to breastfeed in the premises.





# 3. Breastfeeding Friendly Workplace 母乳餵哺友善工作間



### Benefits of Breastfeeding Friendly Workplace

### **Employers**

- Low cost intervention that support family-friendly work culture
- Improved retention of female employers
- Reduced absenteeism & staff turnover because of improved child health
- Enhanced employee morale and productivity

### **Society:** Healthy Public Policy

- Reduce health care cost in long term
- Sustainability of population: early nutrition lay the foundation for future health





### **DH Breastfeeding Policy (2002)**

### 衞生署母乳餵哺政策



### 在衛生署各部門工作的員工應該:

- 1. 參與推廣、維護及支持母乳餵哺,使之成爲大眾文化。
- 2. 鼓勵婦女選擇以母乳餵哺。
- 在服務單位內建立合適和支持母乳餵哺的環境(例如在公眾地方張 貼母乳餵哺海報;爲有需要的授乳母親提供有私隱的空間等)。
- 4. 熟悉及遵照「國際母乳代用品銷售守則」而行事。

### **衛**生署支持員工於工作間持續餵哺母乳的政策 摘要

- 1. 衞生署支持員工於產後返回工作崗位時仍持續授乳。
- 2. 計劃或需要於工作時間擠奶的員工應接觸其主管,以便作出適當安排。
- 3. 主管人員應爲授乳員工提供有利授乳的環境,以下是一些特別措施:
  - 。容許員工利用授乳時段擠奶(在8小時上班時間內約有兩節30分 鐘授乳時段)。
  - 提供有私隱的空間,並設置舒適的座椅和電插座(以連接奶泵),以供授乳員工擠奶之用。
  - 。提供可妥善存放母乳的冷藏設施。
- 4. 員工須以正面和接納的態度支持餵哺母乳的同事。

衞生署員工請參閱衞生署常務通告第9/2012號 (支持衞生署員工,今母乳 餵哺與工作相容)



http://www.fhs.gov.hk/english/breastfeeding/policy.html

### "Breastfeeding Friendly Workplace" Policy in Government Bureaus & Departments

- In August 2013, SFH appealed to B&Ds to adopt the "Breastfeeding Friendly Workplace" Policy as a public health recommendation
  - Lactation breaks (up to 1 hour in a work-day for the first year)
  - 2. Privacy space / room
  - 3. Facilities for expression and storage of milk



# 4. Publicity and Public Education 教育及宣傳



### **Publicity & Education**

**Information Services Department** 

哺乳媽媽化身愛嬰天使 (Apr-May 2013)



Hong Kong Breastfeeding Mothers' Association 2013 感激乳你同行



TVB programme(新聞透視-奶粉神話) on 20 Apr 2013



Baby Friendly Hospital Initiative - World Breastfeeding Week (Aug 2013)



### **Publicity & Education**

DH-HA Press Conference
"Baby Friendly Care - from Hospital to Community"

(5 August 2013)





Mingpao interview (Oct 2013)



Mingpao interview (Jan 2014)





**Publicity & Education** 



### Recommendations on the Use of Formula Milk

### 寶寶飲用配方奶的建議單張

(Poster and Factsheet to parents)

### 實實依用配方奶的建議

基於醫的兒醫養及健康飲養的考慮、我們對較甚可以下的建議:

- 一線以下轉兒:可護用其也品质的配方胡
  - 初生至六旬月的實施一市面上符合資明法與權準的「1」號配方的。 成行均大向小員。或是如何固體構和實質情常使用的配方的。可面培養 用其也品處。
  - 六至十二旬何大的复数一些例已報告您を回饋を明·你可屬也例如用任何品质的「1」號或「2」號配方的。雖然、或時並沒有足夠的糾擊或數學理樣推議情用數大體見配方的。
  - 一緒以下的實實並不適宜使用生的。
- 一級成以上前助員:可需實實飲用牛奶
  - 如只是妻子均衛飲食的其中一部分、是一種包紹瓊取其質的來源。妻子 每天飲用 360 - 480 審升的奶、已大致足夠增供他們每日其質所 需。也亦可吃豆腐、維養蔬菜、乳疮和艾士等高其產物。
  - 實實可能用數配方的便宜的生飲包括方蓋生的、促發媒(UHT)生奶菜 全會奶奶)。或是母素為實實轉用「3」、「4」裝置配方的。兩處以下可 場全處生的。二至五歲以可用吃完奶。而五歲或以上可用收完的。

準機構: 母歌記書兒的配信光質意味。 維備整新像以全母歌機構物生體兒豆六春的, 之母都要添加 香體查詢, 並繼續整備母歌至兩機或以上。

をお料め間外の事間会生意意音音を開発型: ULXLifts.gov/hk



















### 有關實實飲用配方奶的發騰

戰變的家長。因對近期香港要幼兒助粉鍊售緊張的情況。我們明白你對實實能否繼續有足夠的配方助飲 用用感到接著。基於學幼兒營養及健康飲食的考慮。要生態有以下的結構。希望可幫助你們釋除經濟:

### 1. 一歲以下學兒 - 可釋用其他品牌的配力的

- 初生率六個月的實實一的仍是實質的主要食糧。家長可適用符合食物法典標準的學兒配力助 (即「1」號)。與符合食物法典標準、市面上不到品牌的學兒配力,或分均大同小类、家長如 有因難講實實質實育依用的配力助品牌。可以轉用其他品牌。
- 六至十二個月大的實實一他們已開始進食協體食物,你可讓他們飲用任何品牌的嬰兒配力助 (即「1」號)或較大嬰兒配力助(即「2」號)。雖然,環時並沒有足夠的料學或醫學理嫌建圖轉 用較大嬰兒配力助。
- 一般來說。嬰兒可以直接轉用其他品牌的配方語。只要接實實接受新口味的程度來調節便可。
- ② 安長應用溫度不供於70℃的新開水沖網節粉(周以電熱水类素排的水・放置於室溫不超過30分鐘。一般給会平譜溫度)。以治確認粉中有害的細菌。
- 一葉以下的實實並不適宜數用牛奶。

### **桑尔曾**科

食物安全中心網頁有關整幼兒奶粉檢釋的結果。

http://www.ch.gochi/rc\_chi/consumer\_cone/looksekty\_Nutritional\_Composition\_infant\_follow-up\_formulae.html http://www.ch.gochi/rc\_chi/consumer\_cone/looksekty\_lookse\_in\_lokan\_formula.html

東北東石製料的印刷及於在無式単係。

http://www.dh.gouhk/lodine/switching\_formule\_tc.pdf

http://www.fhs.gos/M/ks\_chi/health\_info/files/n\_2.pdf

### 2. 一集成以上的幼兒 — 可需需要批用生奶

- 一 無以上的實實 幼兒巴能從多權化的飲食攝取所需的營養, 幼兒是孩子均衡飲食的其中一部分。是一 確容易獲取的質的來源。孩子每天飲用 360-450 毫升的助。巴大敦足夠提供他們每日的實所需。
- 實實可數用牛奶(包括冷藏牛奶、分類裝(DHT)牛奶或全指奶粉)。室長母直貨實實轉用成長/助 長配方奶粉(即「3」、「4」號等)基取郵片營養、而且、普通牛奶比較配方奶粉便宜。
- 選擇牛勢方面,兩歲以下可喝全路牛奶。二至五歲則可用伍路奶。而五歲或以上可用脫絕奶。
- ② 你亦可應他吃其他会較高剝質的食物(如豆腐、綠葉蔬菜、乳酪和芝士等)完基取见料的剝質。

### PTRN:

集出餐官箱釋摘的粉洗「整台兒建康飲食 — 飲奶知多少?」的學問

http://www.dh.gochk/lodine/switching\_formula\_tc.pdf

http://www.fis.gov/sk/tr\_chi/health\_into/files/n\_11.pdf

3. 單端端及無母乳間隔 — 母乳延要兒的最佳买卖食物・誰以全母乳鄉鳴初生要兒至六個月,之後逐漸 添加回體食物,並繼續網線投乳至實數或以上。

### **PTRIL**

業主管「愛」程母乳開始」を使于
 http://www.fis.gov.hk/to\_chi/health\_infu/files/b12.pdf





### **Information Leaflets on Milk Feeding**

餵哺嬰兒宣傳單張及小冊子



### **Education Materials on Transitional Feeding**

過渡期飲食教材











6年2年回日 報告日本日

### Promotion of Optimal Feeding through e-newsletter for Parents and Professionals





# 5. The Hong Kong Code of Marketing of Breastmilk Substitutes



香港守則

### Combating the Aggressive Marketing of Formula Milk....

- A Task Force was set up to develop & implement the Hong Kong Code of marketing of Breastmilk Substitutes (June 2010) (香港母乳代用品銷售守則 專責小組)
- The aim of HK Code is to contribute to the provision of safe and adequate nutrition for infants and young children, by
  - protecting breastfeeding; and
  - ensuring the proper use of formula milk, formula milk related products, and food products for infants and young children up to the age of 36 months,

on the basis of adequate and unbiased information and through appropriate marketing.

- Public consultation of the draft HK Code: October 2012 February 2013
- The Government will announce the result of the public consultation and the way forward for the HK Code in due course
- In the mean time.....
  - More communication & collaboration with child health/care partners

