

**Women's Commission**

**Latest Work on Promotion of Breastfeeding**

**Purpose**

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

**Policy on the Promotion of Breastfeeding**

2. 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 advise the Government on strategies and action plans to protect, promote, and support breastfeeding as the norm for infant and young child feeding in Hong Kong and advise the Government on measures to encourage different sectors in the community to put in place breastfeeding friendly facilities and measures; as well as to oversee the planning and monitor the implementation of programmes, services or initiatives to protect, promote and support breastfeeding.

3. 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. Details of the latest work on promotion of breastfeeding are at **Annex**.

**Advice Sought**

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

**April 2016**

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

Women's Commission (WoC) Meeting  
13 April 2016

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

## Structure

**Chairperson:** Under Secretary for Food and Health

**Secretariat:** DH

### Members:

Academia

Advisory bodies  
to Government

Community  
leaders

Healthcare Professional  
Bodies

NGOs

- \* **Set up:** In April 2014, under FHB
- \* **Aims** - to provide advice on strategies and action plans to further protect, promote and support breastfeeding and to oversee their effective implementation

# A Comprehensive Strategy to Protect, Promote and Support Breastfeeding

## Comprising three main areas:

1. Strengthening community support for breastfeeding
2. Strengthening professional support for breastfeeding in healthcare facilities.
3. Launching of the HK Code (香港守則)

# Breastfeeding Promotion in Community

- \* The 3-year workplan consisting of 23 targets under the 4 recommendations of strengthening support for breastfeeding in the community –
  - a) Strengthen the publicity and education on breastfeeding;
  - b) Support working mothers to sustain breastfeeding by encouraging the community to adopt breastfeeding friendly workplace policy; and
  - c) Promote and support breastfeeding in public places, through promotion of breastfeeding friendly premises and provision of baby care facilities;
  - d) Strengthen the surveillance on local breastfeeding situation and public perception of breastfeeding to guide actions.

## Recommendation 1

Strengthen the publicity and education on  
breastfeeding

加強母乳餵哺的宣傳及教育

# Public Education & Publicity

An API on “Help children feed themselves. Offer a diverse diet to let them eat well” has been broadcast since Feb 2015



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# Public Education & Publicity: Media interviews

- A total of **17 media interviews** on breastfeeding and infant and young child feeding were conducted since Jan 2015:

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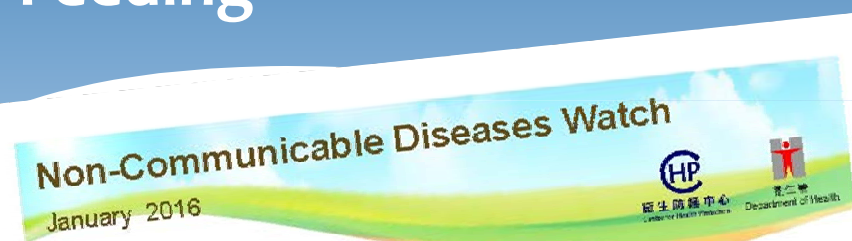


# Publicity on Breastfeeding (2016 Q1)





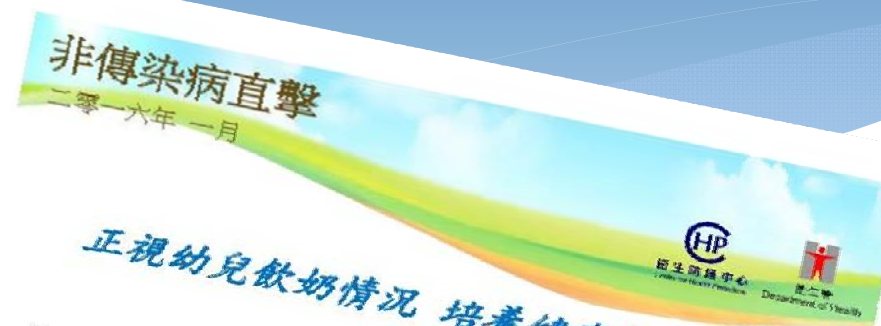
# Public Education & Publicity: NCD Watch (Jan 2016 issue) - Infant & Young Child Feeding



## *Milk Watch and Raising Healthy Eaters*

### *Key Points*

- ※ Adequate nutrition during early childhood is fundamental to the physical growth, cognitive development and well-being of every child.
- ※ Suboptimal feeding practices among babies and young children are common. They may include: early cessation of breastfeeding; excessive consumption of formula milk; prolonged use of milk bottles; and introducing complementary or solid foods too early or too late, lacking dietary variety.
- ※ In Hong Kong, a survey showed that over 90% of children aged between 12 and 48 months had consumed formula milk in the 7 days prior to enumeration, and less than one-third (30.3%) of them had milk intake within the recommended range of 360 to 480 ml per day. Among the children who consumed milk, 95.2%, 89.4% and 55.2% of children aged 18, 24 and 48 months were still using bottle for milk drinking in the 7 days prior to enumeration respectively.



## *正視幼兒飲奶情況 培養健康飲食習慣*

### *要點*

- 幼兒時期得到充足的營養，是兒童身體發育、智能發展和健康的基礎。
- 不如理想的嬰幼兒餵養模式十分普遍，包括過早斷母乳、過量飲用配方奶、持續使用奶瓶，過早或過遲引進固體食物，和欠缺多元化的食物。
- 實在香港的調查顯示，超過 90% 的年齡介乎 12 至 48 個月大的兒童在訪問前七日內用配方奶；而每日飲奶量合乎建議的 360 至 480 毫升之間的比率，則不足三分之一。年齡為 18 個月、24 個月及 48 個月有飲奶的兒童中，分別有 95.2%、89.4% 及在訪問前七日內仍在用奶瓶。

## “Milk Watch and Raising Healthy Eaters” at NCD Watch Jan 2016 Issue

- \* Non-Communicable Diseases Watch is an on-line publication relating to non-communicable diseases (NCD) published by the Centre for Health Protection. The publication is dedicated to promote public's awareness of and disseminate health information about NCD and related issues, and the importance of their prevention and control. It is also an indication of CHP's commitments in responsive risk communication and addressing the growing threats of NCD to the health of our community.

『哺乳Mum咪知多啲』流動應用程式  
“Info for Nursing Mum” Mobile App



# DH's Mobile App on BF Health Education Resources : Launched in March 2016 by DH

## Topics:

- Baby's Feeding: it's your choice
- Breastfeeding: All you need to know
- Healthy eating for baby
- Healthy eating for pregnant & lactating mum
- Breastfeeding FAQs
- Useful Resources : BF workplace and public places, community resources, baby care videos



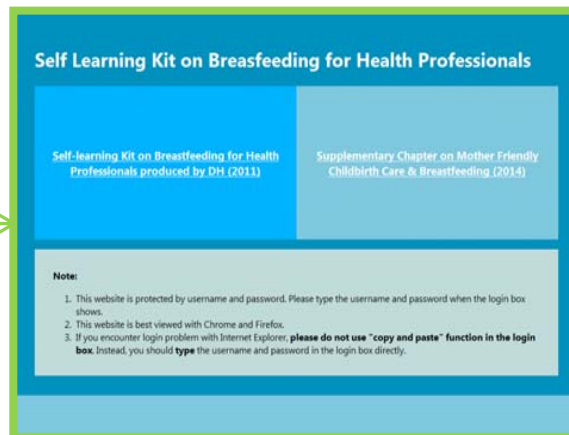
**Recommendation 1b**  
**Education and Capacity Building**  
**for Specific Groups**  
**教育及培養特定人士**

# Capacity Building: Healthcare Professionals

## Web-based training:

- \* A web-based version of the self-learning kit for healthcare professionals was launched by DH in January 2015.

Online version





## Capacity Building - Professionals

In 2016, a total of **nine lunch CME lectures for GPs** would be held at HKMA community networks (participants: about 550)

\* In collaboration with Primary Care Office and Hong Kong Medical Association

**Topic: “Management of common breastfeeding problems: what primary care doctors need to know and practice?”**



	Dates	HKMA Community Network
1.	Wed, 13 Jan 2016	Central, Western & Southern Community Network
2.	Thu, 18 Feb 2016	New Territories West Community Network
3.	Tue, 1 Mar 2016	Yau Tsim Mong Community Network
4.	Tue, 12 Apr 2016	Tai Po Community Network
5.	Tue, 10 May 2016	Kowloon West Community Network
6.	Fri, 3 Jun 2016	Kowloon City Community Network
7.	Thu, 25 Aug 2016	Hong Kong East Community Network
8.	Thu, 8 Sep 2016	Kowloon East Community Network
9.	Wed, 19 Oct 2016	Shatin Doctors Network



# Capacity Building - Peiyue Workers (陪月員)

## \* Organise the Train-the-trainer Course for Peiyue trainers

### 如何指導陪月員支援母乳媽媽工作坊

目的：為陪月員導師提供最新的母乳餵哺知識、實用技巧及社會資源，讓導師有效教授陪月員支援產後媽媽餵哺母乳。

日期	2016 年 5 月 30 日 (星期一)	2016 年 6 月 14 日 (星期二)
時間	14:30-17:30	9:30-12:30
地址	香港中央圖書館活動室 1 香港銅鑼灣高士威道 66 號	屯門大會堂會議室 新界屯門屯喜路 3 號

(兩節講座內容相同)

對象：陪月員導師

主講：衛生署家庭健康服務醫生及護士

費用：【免費】

名額：每節 30 人 (先到先得，額滿即止)

課程內容：

- 陪月員怎樣支援產後媽媽餵哺母乳，和有關餵哺的迷思
- 母乳餵哺的基礎理論、實用技巧如餵哺姿勢與有效的嬰兒吸吮
- 怎樣處理常見的餵哺問題，如「谷奶」、「塞奶」等
- 怎樣儲存和處理擠出的母乳
- 哺乳期的飲食要訣
- 有關母乳餵哺及育兒的資訊和社會資源

課堂形式：講授、分組討論、個案分享及模擬練習等

## Capacity Building: Targeting Pre-primary Institutions on unethical practice of formula milk marketing

- \* **Dec 2014:** The message of "say no to the promotion of formula milk products at pre-primary institutes" was included in the Dec 2014 issue of the **Start Smart newsletter** sent to all KG principals.
- \* **31 March 2015:** DH sent a **letter** together with a **leaflet** on **“Protecting Children’s Well-being – Say “No” to Marketing of Formula Milk”** were sent to all kindergartens to solicit cooperation from their principals / persons-in-charge / teachers to decline in-school promotional activities of formula milk products. The leaflet has also been made available on FHS’s website.
- \* **10 April 2015:** EDB supported DH’s action by issuing a letter to all kindergartens on to reinforce DH’s messages.

# Education & Capacity Building Peer Counsellors



- \* Peer Counselors: women having BF experiences, have received training & is willing to volunteer her time to support other BF moms
- \* A two-year (2015-2017) pilot peer support service has been commissioned by DH to NPN (Natural Parenting Network)
- \* Oct – Nov 2015: 1st batch peer counselors completed the training
- \* Since Nov 2015: antenatal seminars, peer group support meetings and non face-to-face support have started to commence by phase.

**Recommendation 2:**  
**Promote and Support Breastfeeding in  
Workplace**

鼓勵實施母乳餵哺友善工作間



# Public Education & Publicity: Breastfeeding Friendly Workplace

MD267 TV API on "Breastfeeding Friendly Workplace" Chinese Ver. (16:9) Jul2015



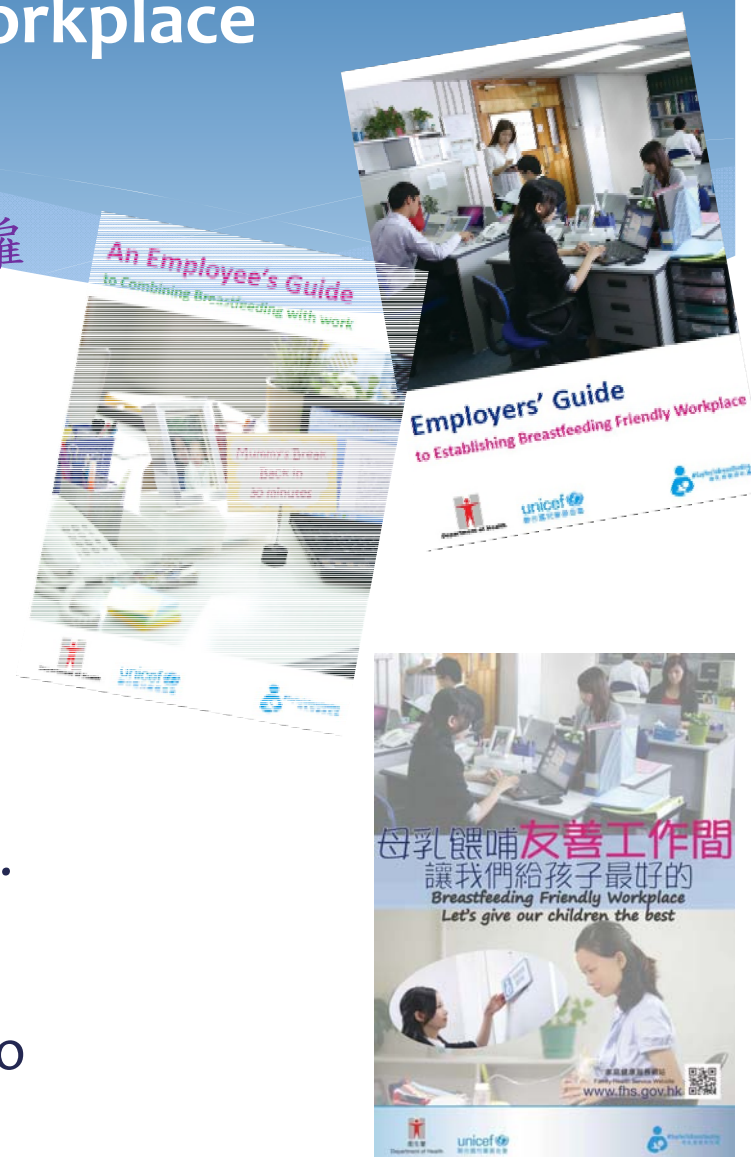
A TV & radio API on “**Breastfeeding Friendly Workplace**” have been broadcast since Jul 2015.



# Health Education Resources: Breastfeeding Friendly Workplace

- \* An “Employer’s Guide to Establishing Breastfeeding Friendly Workplace”(《僱主指引—實施「母乳餵哺友善工作間」》) and “An Employee’s Guide to Combining Breastfeeding with Work”(《僱員指引 - 母乳餵哺與工作相容》) have been developed.

- \* The Guides were distributed to all B&Ds, healthcare facilities (HA, DH, private), Family Council, and NGOs in August 2015.
- \* A poster of Breastfeeding Friendly Workplace is produced and distributed to healthcare facilities and NGOs for displaying.



# Promulgating “BF Friendly Workplace” Policy to Government Bureaus & Departments (B&Ds)

- \* In August 2013, SFH appealed to B&Ds to adopt the “Breastfeeding Friendly Workplace” Policy as a **public health recommendation**
  1. Lactation breaks (two 30-minute lactation breaks or an hour in total for an eight-hour working day for 1<sup>st</sup> year)
  2. Privacy space / room for breastmilk expression
  3. Refrigerating facilities for storage of expressed breastmilk
- \* Briefings to representatives and Heads of B&Ds were conducted in 2013 and 2014.
- \* By Sept 2015, over 70 out of 80 Government B&Ds/relevant organisations had implemented the supportive measures.



# Promulgate “Breastfeeding Friendly Workplace” Policy to NGOs and Private Sector

- \* In May 2015, SFH has issued letter to over 450 NGOs and private sector to further promulgate the policy.
- \* Two briefings to introduce the policy to managerial staff of NGOs and private sector were organised by DH and UNICEF HK in July. About 180 representatives from over 120 organisations attended.



# Breastfeeding Friendly Workplace Policy

## “Say Yes to Breastfeeding” Campaign

### 「母乳育嬰齊和應」運動

“Say Yes” to support breastfeeding mothers  
(Individual, Workplace and Public Premise)



#SayYesToBreastfeeding  
母乳育嬰齊和應

[www.SayYesToBreastfeeding.hk](http://www.SayYesToBreastfeeding.hk)



- \* UNICEF HK, in collaboration with DH & FHB, launched a “Say Yes to Breastfeeding” campaign since BFW in Aug 2015
- \* Interested organisations can pledge their support by joining the website [www.SayYesToBreastfeeding.hk](http://www.SayYesToBreastfeeding.hk)
- \* 60 organisations have “Say Yes” to BF Friendly Workplace (Dec 2015)

## Promulgating BF Friendly Workplace : 2015/6 Family Friendly Employers Award Scheme 2015/16年度家庭友善僱主獎勵計劃

- \* Family Council launched a new award “Awards for Breastfeeding Support” (支持母乳餵哺獎) under the 2015/6 Family Friendly Employers Award Scheme for applications by private sector, NGOs and public sector since Dec 2015.

# **Recommendation 3: Promote and Support Breastfeeding in Public Places**

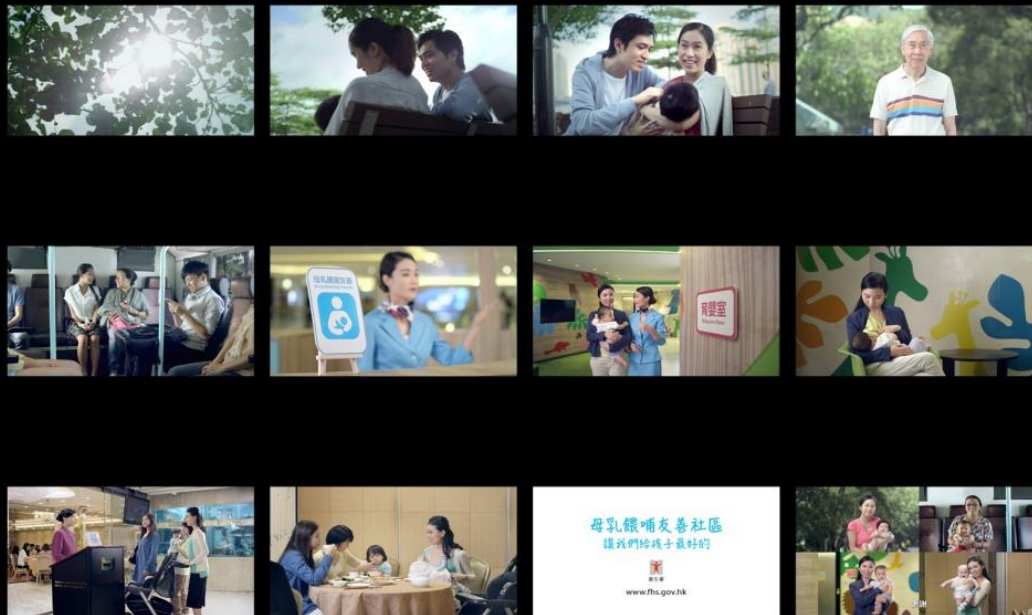
推廣母乳餵哺友善的場所



# Public Education & Publicity

## Breastfeeding Friendly Community

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# Health Education Resources: Breastfeeding Friendly Community

- \* A “Guide to Establishing Breastfeeding Friendly Premises” (《實施「母乳餵哺友善場所」指引》) has been developed and will be promulgated to various sectors.

A logo sticker, posters, and a stand card for promulgating “Breastfeeding Friendly Public Premises” are produced for distribution to interested parties.



# Promulgation of Breastfeeding Friendly Public Premises in Catering Industry

- \* Conducted 5 exchange / briefing sessions for the food traders and their staff in 2015 Q3.
- \* 4 restaurant groups with 64 outlets had joined “Say Yes to BF”
- \* Press briefing to 7 newspapers on 24 Nov 2015.





# Promulgation of Breastfeeding Friendly Public Premises

- \* Promulgated to >400 NGOs via the article in the Community Health Partnership Communication Sept to Dec 2015, Issue No. 15



- \* Organised Health Promotion Forum on supporting breastfeeding to NGOs in Nov 2015.



## **Recommendation 4:**

**Strengthen the information system to  
monitor local breastfeeding situation and  
related issues**

**加強收集本地母乳餵哺情況的資料系統**

# BF Survey 2015

## **Objective**

- \* To assess and monitor the trend of breastfeeding rates among locally born babies in their first year of life.

## **Methodology**

- \* Eligibility: all one-year-old local born children attending 31 MCHCs during 2-week data collection period.
- \* Local born, Cantonese or English speaking parents / carers were included.
- \* Feeding history was obtained from medical records and their carers.
- \* A new question on whether the baby was taking complementary food at 6 months was included.

## **Results**

- \* A total of 1,615 infants who was born locally in 2014 and attended the routine 12-month MCHC immunisation visit from 29 June to 10 July 2015 were recruited. Response rate was 84.6%



# BF Survey 2015

\* Table: Breastfeeding rates of infants born in 2012 and 2014.

		Year of birth	
		2012 (n=2,016)	2014 (n=1,615)
<b>Ever breastfeeding rate</b>		83%	86%
<b>Breastfeeding rate<sup>a</sup></b>	At 1 month of age	69%	73%
	At 2 month of age	56%	61%
	At 4 month of age	44%	50%
	At 6 month of age	33%	41%
	At 12 month of age	14%	25%
<b>Exclusive breastfeeding rate<sup>b</sup></b>	At 1 month of age	22%	31%
	At 2 month of age	22%	30%
	At 4 month of age	19%	27%
	At 6 month of age	2.3% (babies exclusively fed with breast milk)	24% (babies fed with breast milk and solid food)  (1.2%) (babies exclusively fed with breast milk)

**Note:**

<sup>a</sup> Breastfeeding (BF) rate refers to any form of breastfeeding, including children exclusively breastfed as well as those breastfed supplemented by formula milk or solid food.

<sup>b</sup> Exclusive breastfeeding (EBF) rate means the child is feeding on breastmilk only (either directly from breast or indirectly from expressed breastmilk).

## Other baseline studies being conducted before the Implementation of BF Initiatives

- \* A survey on public perception on breastfeeding
- \* A survey on parental experience on marketing practices of formula milk
- \* Observational studies on marketing practices of formula milk

Thank you.

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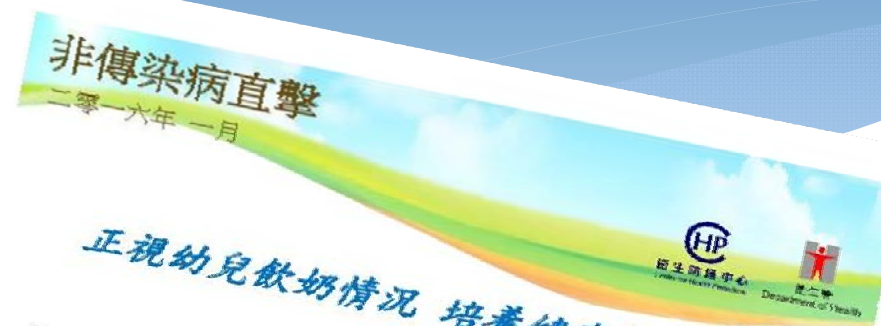
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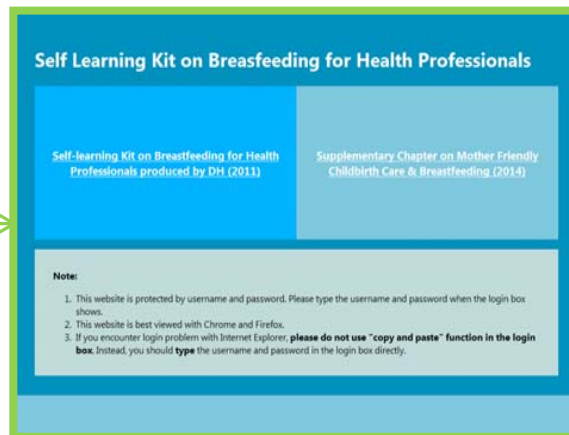
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## Capacity Building - Professionals

In 2016, a total of **nine lunch CME lectures for GPs** would be held at HKMA community networks (participants: about 550)

\* In collaboration with Primary Care Office and Hong Kong Medical Association

**Topic: “Management of common breastfeeding problems: what primary care doctors need to know and practice?”**



	Dates	HKMA Community Network
1.	Wed, 13 Jan 2016	Central, Western & Southern Community Network
2.	Thu, 18 Feb 2016	New Territories West Community Network
3.	Tue, 1 Mar 2016	Yau Tsim Mong Community Network
4.	Tue, 12 Apr 2016	Tai Po Community Network
5.	Tue, 10 May 2016	Kowloon West Community Network
6.	Fri, 3 Jun 2016	Kowloon City Community Network
7.	Thu, 25 Aug 2016	Hong Kong East Community Network
8.	Thu, 8 Sep 2016	Kowloon East Community Network
9.	Wed, 19 Oct 2016	Shatin Doctors Network



# Capacity Building - Peiyue Workers (陪月員)

## \* Organise the Train-the-trainer Course for Peiyue trainers

### 如何指導陪月員支援母乳媽媽工作坊

目的：為陪月員導師提供最新的母乳餵哺知識、實用技巧及社會資源，讓導師有效教授陪月員支援產後媽媽餵哺母乳。

日期	2016 年 5 月 30 日 (星期一)	2016 年 6 月 14 日 (星期二)
時間	14:30-17:30	9:30-12:30
地址	香港中央圖書館活動室 1 香港銅鑼灣高士威道 66 號	屯門大會堂會議室 新界屯門屯喜路 3 號

(兩節講座內容相同)

對象：陪月員導師

主講：衛生署家庭健康服務醫生及護士

費用：【免費】

名額：每節 30 人 (先到先得，額滿即止)

課程內容：

- 陪月員怎樣支援產後媽媽餵哺母乳，和有關餵哺的迷思
- 母乳餵哺的基礎理論、實用技巧如餵哺姿勢與有效的嬰兒吸吮
- 怎樣處理常見的餵哺問題，如「谷奶」、「塞奶」等
- 怎樣儲存和處理擠出的母乳
- 哺乳期的飲食要訣
- 有關母乳餵哺及育兒的資訊和社會資源

課堂形式：講授、分組討論、個案分享及模擬練習等

## Capacity Building: Targeting Pre-primary Institutions on unethical practice of formula milk marketing

- \* **Dec 2014:** The message of "say no to the promotion of formula milk products at pre-primary institutes" was included in the Dec 2014 issue of the **Start Smart newsletter** sent to all KG principals.
- \* **31 March 2015:** DH sent a **letter** together with a **leaflet** on **“Protecting Children’s Well-being – Say “No” to Marketing of Formula Milk”** were sent to all kindergartens to solicit cooperation from their principals / persons-in-charge / teachers to decline in-school promotional activities of formula milk products. The leaflet has also been made available on FHS’s website.
- \* **10 April 2015:** EDB supported DH’s action by issuing a letter to all kindergartens on to reinforce DH’s messages.



# Education & Capacity Building Peer Counsellors



- \* Peer Counselors: women having BF experiences, have received training & is willing to volunteer her time to support other BF moms
- \* A two-year (2015-2017) pilot peer support service has been commissioned by DH to NPN (Natural Parenting Network)
- \* Oct – Nov 2015: 1st batch peer counselors completed the training
- \* Since Nov 2015: antenatal seminars, peer group support meetings and non face-to-face support have started to commence by phase.

**Recommendation 2:**  
**Promote and Support Breastfeeding in  
Workplace**

鼓勵實施母乳餵哺友善工作間

# Public Education & Publicity: Breastfeeding Friendly Workplace

MD267 TV API on "Breastfeeding Friendly Workplace" Chinese Ver. (16:9) Jul2015

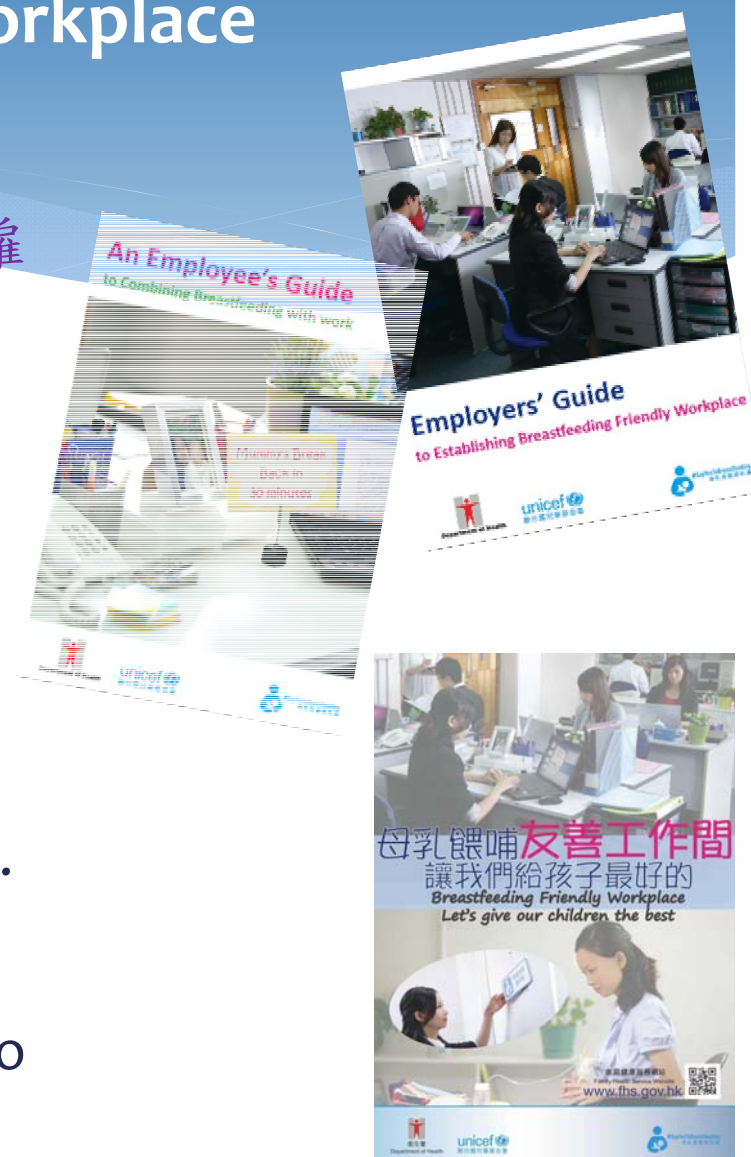


A TV & radio API on “**Breastfeeding Friendly Workplace**” have been broadcast since Jul 2015.

# Health Education Resources: Breastfeeding Friendly Workplace

- \* An “Employer’s Guide to Establishing Breastfeeding Friendly Workplace”(《僱主指引—實施「母乳餵哺友善工作間」》) and “An Employee’s Guide to Combining Breastfeeding with Work”(《僱員指引 - 母乳餵哺與工作相容》) have been developed.

- \* The Guides were distributed to all B&Ds, healthcare facilities (HA, DH, private), Family Council, and NGOs in August 2015.
- \* A poster of Breastfeeding Friendly Workplace is produced and distributed to healthcare facilities and NGOs for displaying.





# Promulgating “BF Friendly Workplace” Policy to Government Bureaus & Departments (B&Ds)

- \* In August 2013, SFH appealed to B&Ds to adopt the “Breastfeeding Friendly Workplace” Policy as a **public health recommendation**
  1. Lactation breaks (two 30-minute lactation breaks or an hour in total for an eight-hour working day for 1<sup>st</sup> year)
  2. Privacy space / room for breastmilk expression
  3. Refrigerating facilities for storage of expressed breastmilk
- \* Briefings to representatives and Heads of B&Ds were conducted in 2013 and 2014.
- \* By Sept 2015, over 70 out of 80 Government B&Ds/relevant organisations had implemented the supportive measures.





## Promulgate “Breastfeeding Friendly Workplace” Policy to NGOs and Private Sector

- \* In May 2015, SFH has issued letter to over 450 NGOs and private sector to further promulgate the policy.
- \* Two briefings to introduce the policy to managerial staff of NGOs and private sector were organised by DH and UNICEF HK in July. About 180 representatives from over 120 organisations attended.



# Breastfeeding Friendly Workplace Policy

## “Say Yes to Breastfeeding” Campaign

### 「母乳育嬰齊和應」運動

“Say Yes” to support breastfeeding mothers  
(Individual, Workplace and Public Premise)



#SayYesToBreastfeeding  
母乳育嬰齊和應

[www.SayYesToBreastfeeding.hk](http://www.SayYesToBreastfeeding.hk)



- \* UNICEF HK, in collaboration with DH & FHB, launched a “Say Yes to Breastfeeding” campaign since BFW in Aug 2015
- \* Interested organisations can pledge their support by joining the website [www.SayYesToBreastfeeding.hk](http://www.SayYesToBreastfeeding.hk)
- \* 60 organisations have “Say Yes” to BF Friendly Workplace (Dec 2015)

## Promulgating BF Friendly Workplace : 2015/6 Family Friendly Employers Award Scheme 2015/16年度家庭友善僱主獎勵計劃

- \* Family Council launched a new award “Awards for Breastfeeding Support” (支持母乳餵哺獎) under the 2015/6 Family Friendly Employers Award Scheme for applications by private sector, NGOs and public sector since Dec 2015.

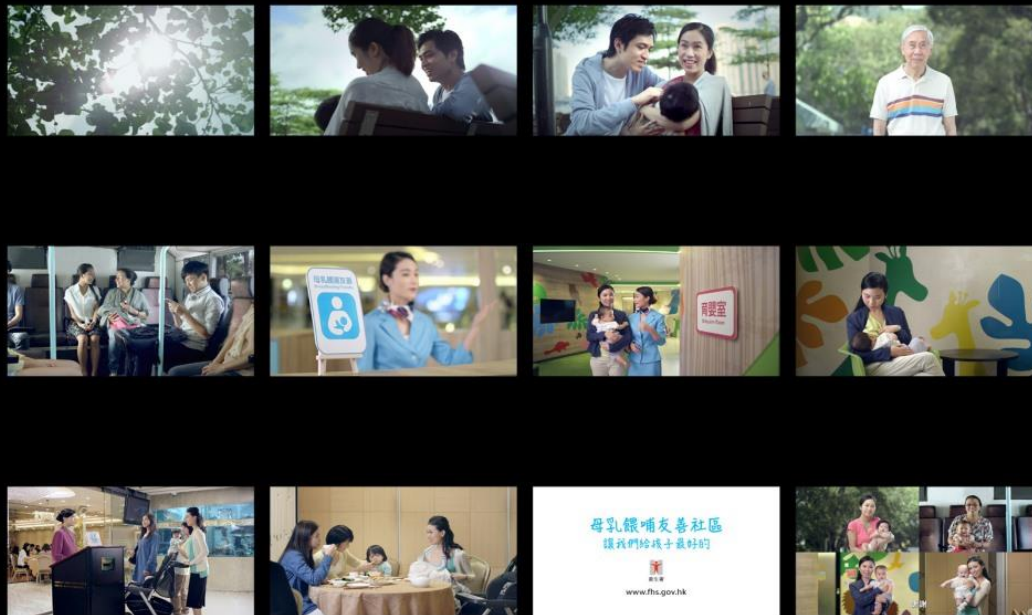
# **Recommendation 3: Promote and Support Breastfeeding in Public Places**

推廣母乳餵哺友善的場所

# Public Education & Publicity

## Breastfeeding Friendly Community

MD268 TV API on "Breastfeeding Friendly Community" Chinese Ver. (16:9) Jul2015



A TV & radio API on “**Breastfeeding Friendly Community**” have been broadcast since Jul 2015.



# Health Education Resources: Breastfeeding Friendly Community

- \* A “Guide to Establishing Breastfeeding Friendly Premises” (《實施「母乳餵哺友善場所」指引》) has been developed and will be promulgated to various sectors.

A logo sticker, posters, and a stand card for promulgating “Breastfeeding Friendly Public Premises” are produced for distribution to interested parties.



# Promulgation of Breastfeeding Friendly Public Premises in Catering Industry

- \* Conducted 5 exchange / briefing sessions for the food traders and their staff in 2015 Q3.
- \* 4 restaurant groups with 64 outlets had joined “Say Yes to BF”
- \* Press briefing to 7 newspapers on 24 Nov 2015.



# Promulgation of Breastfeeding Friendly Public Premises

- \* Promulgated to >400 NGOs via the article in the Community Health Partnership Communication Sept to Dec 2015, Issue No. 15



- \* Organised Health Promotion Forum on supporting breastfeeding to NGOs in Nov 2015.



## **Recommendation 4:**

**Strengthen the information system to  
monitor local breastfeeding situation and  
related issues**

**加強收集本地母乳餵哺情況的資料系統**

# BF Survey 2015

## Objective

- \* To assess and monitor the trend of breastfeeding rates among locally born babies in their first year of life.

## Methodology

- \* Eligibility: all one-year-old local born children attending 31 MCHCs during 2-week data collection period.
- \* Local born, Cantonese or English speaking parents / carers were included.
- \* Feeding history was obtained from medical records and their carers.
- \* A new question on whether the baby was taking complementary food at 6 months was included.

## Results

- \* A total of 1,615 infants who was born locally in 2014 and attended the routine 12-month MCHC immunisation visit from 29 June to 10 July 2015 were recruited. Response rate was 84.6%



# BF Survey 2015

\* Table: Breastfeeding rates of infants born in 2012 and 2014.

		Year of birth	
		2012 (n=2,016)	2014 (n=1,615)
<b>Ever breastfeeding rate</b>		83%	86%
<b>Breastfeeding rate<sup>a</sup></b>	At 1 month of age	69%	73%
	At 2 month of age	56%	61%
	At 4 month of age	44%	50%
	At 6 month of age	33%	41%
	At 12 month of age	14%	25%
<b>Exclusive breastfeeding rate<sup>b</sup></b>	At 1 month of age	22%	31%
	At 2 month of age	22%	30%
	At 4 month of age	19%	27%
	At 6 month of age	2.3% (babies exclusively fed with breast milk)	24% (babies fed with breast milk and solid food)  (1.2%) (babies exclusively fed with breast milk)

**Note:**

<sup>a</sup> Breastfeeding (BF) rate refers to any form of breastfeeding, including children exclusively breastfed as well as those breastfed supplemented by formula milk or solid food.

<sup>b</sup> Exclusive breastfeeding (EBF) rate means the child is feeding on breastmilk only (either directly from breast or indirectly from expressed breastmilk).

## Other baseline studies being conducted before the Implementation of BF Initiatives

- \* A survey on public perception on breastfeeding
- \* A survey on parental experience on marketing practices of formula milk
- \* Observational studies on marketing practices of formula milk

Thank you.