



Submission to the Legislative Council Panel on Health Services “Regulation of formula products and foods for infants and young children”

The Society of Hospital Pharmacists of Hong Kong ("SHPHK") is a neutral, non-profitable organization. It is not a member of the Department of Health's Taskforce on the Hong Kong Code of Marketing of Breastmilk Substitutes. SHPHK is pleased to express views to the Legislative Council Panel on Health Services on the "Regulation of formula products and foods for infants and young children".

1. Breastfeeding has been shown several benefits in a long term study including lower blood pressure, total cholesterol and reduction the risk to develop type-2 diabetes. Therefore, promote breastfeeding in Hong Kong is a matter of public health issue because breastfeeding can lower the risk of the development of chronic disease in the future.
2. Although the WHO Code, 1981 is only governing the marketing behaviors of Breastmilk Substitutes up to 6 months, the parents or caregivers of young children above 6 months old are also highly affected by those misleading promotions (especially claims about IQ, eyesight or improve immune system). SHPHK has held two press conferences on Aug 2010 and April 2011 criticizing these kinds of over claimed advertisements because there are no sufficient clinical supports.
3. The aim of the promotions made from the manufacturers and the distributors of infant and follow-on formula is to increase the public awareness of the availability of dietary products for young children. These promotions severely hinder the development of breastfeeding culture in Hong Kong.
4. SHPHK supports there should be no advertising or other forms of promotion to the general public of breast-milk substitutes.

The Society of Hospital Pharmacists of Hong Kong
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