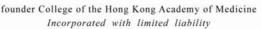


香港社會醫學學院

HONG KONG COLLEGE OF COMMUNITY MEDICINE



Fax: 2580 7071



Tel: 2871 8844

E-mail:hkccm@hkam.org.hk

By email and by post

21 July 2014

COUNCIL 2014-15

Dr Hon Leung Ka Lau

Chairman

President

Panel on Health Services The Legislative Council

Dr Fung Hong 馮康

HKSAR

Vice-President

Dr Thomas Tsang 曾浩輝

Dear Dr Leung,

Chief Censor

Dr Y Y Ho 何玉賢

Honorary Secretary

Dr Ronald Lam 林文健

Honorary Treasurer

Dr Mandy Ho 何孟儀

Members

Dr W M Chan 陳慧敏

Dr W L Cheung 張偉麟

Prof T H Lam 林大慶

> Dr S P Mak 麥倩屏

Dr Nancy Tung 葷秀英

Prof Ignatius Yu 余德新 Re: "Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants and Young Children"

On behalf of the Hong Kong College of Community Medicine (the College), I would like to show our support to the captioned code.

As a professional organisation consisting of doctors working to improve the health of the community, we fully support the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children (HK Code) drafted by the Taskforce on Hong Kong Code of Breastmilk Substitutes.

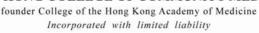
Breastfeeding, provision of safe and adequate nutrition for infants and young children is one of the most important public health agenda that should be protected and promoted. In addition to the clear short-term benefits against infectious diseases, evidence on breastfeeding's long-term health benefits to mother and child has been published by the World Health Organization.

We note that the development of the HK Code, which provides guidelines to manufacturers and distributors on the marketing and quality of formula milk and related food products, is in line with the latest recommendation of the World Health Organization which aims



香港社會醫學學院

HONG KONG COLLEGE OF COMMUNITY MEDICINE





Tel: 2871 8844

Fax: 2580 7071

E-mail:hkccm@hkam.org.hk

to protect breastfeeding from being undermined by inappropriate marketing.

COUNCIL 2014-15

President

Dr Fung Hong 馮康

Vice-President

Dr Thomas Tsang 曾浩輝

Chief Censor

Dr Y Y Ho 何玉賢

Honorary Secretary

Dr Ronald Lam 林文健

Honorary Treasurer

Dr Mandy Ho 何孟儀

Members

Dr W M Chan 陳慧敏

Dr W L Cheung 張偉麟

> Prof T H Lam 林大慶

> > Dr S P Mak 麥倩屏

Dr Nancy Tung 葷秀英

Prof Ignatius Yu 余德新 We welcome the HK Code to be implemented. It would play an important first step to safeguard against biased information and promotional activities which may jeopardize the nutrition and health status of infants and young children.

In particular, we support Article 4 and 5 of the Code regarding information and marketing to the general public, pregnant women and mothers to cover the range of designated products for infants and young children aged 0 to 36 months. We believe that the coverage for such age range can maximize the health benefits of the infant and child in the early developmental stage by empowering mothers to make fully informed decisions on infant feeding free from commercial influences, so that breastfeeding can thrive and any risks for infants who are fed on formula milk could be minimized.

Yours sincerely,

Dr Fung Hong President

c.c. Secretary for Food and Health (Attn: Prof Sophia Chan)