



香港家庭醫學學院

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28 March 2017

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Dear Prof. Hon LEE,

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RE: Views on Hong Kong Code of Marketing of Formula Milk and Related Products, and Food Products for Infants & Young Children
("the Hong Kong Code")

IMMEDIATE PAST PRESIDENT
Dr Ruby SY LEE

當然會董
李兆妍

The Hong Kong College of Family Physicians (HKCFP) strongly supports the Government to promulgate the Hong Kong Code.

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The superiority of breastfeeding in ensuring physical and psychosocial health and well-being of mother and child as well as the important impacts of early nutrition on long-term health are widely recognised. Suboptimal breastfeeding practices incur considerable economic loss and preventable infant deaths. The creation of an environment that protects, promotes and supports breastfeeding requires a systemic approach, which includes enabling parents to make informed decisions on infant feeding free from commercial influence. In May 2016, WHO issued the "Guidance on ending the inappropriate promotion of foods for infants and young children" ("2016 WHO Guidance"). The Guidance recommended that "products that function as breast-milk substitutes should not be promoted."

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The aggressive marketing of formula milk in Hong Kong has been considered as one of the main contributing factors to the low breastfeeding rates in the local community. The implementation of the Hong Kong Code is just part of the effort to attain optimal infant and young child feeding practices. Ongoing and concerted actions by the Government and various sectors of the community are necessary for the purpose of protecting and promoting breastfeeding and hence optimal infant and young child feeding.

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The Hong Kong Code is voluntary in nature and the College will strongly support its implementation. We will also appeal to the medical professionals to abstain from giving out formula milk samples and not to sell breast-milk substitutes in the clinic.

Yours sincerely,

Dr CHAN Ming Wai Angus
President