



3 April 2017

Clerk to Panel on Health Services
Legislative Council Secretariat
Legislative Council Complex
1 Legislative Council Road
Central
Hong Kong

Dear Sir/Madam,

Re: Call for deputation at the April 10 Health Panel Deputation meeting on Hong Kong Code

I write to strongly support the FHB's proposal for the "Hong Kong Code of Marketing of Formula Milk and Related Products, and Food Products for Infants & Young Children".

Numerous research, including those from our School of Public Health, The University of Hong Kong have shown the beneficial effects of breastfeeding. WHO has strong recommendations on breastfeeding to promote the health of the babies, the mothers and the families.

Aggressive marketing of formula milk in Hong Kong and elsewhere in the past decades have resulted in misunderstanding and over-estimation of the benefits of formula milk and low prevalence of breastfeeding. The proposed code follows the WHO recommendations and is an initial and essential step as a public health measure to protect the health of children and promote the well-being of the mothers and the families. The Code is urgently needed in Hong Kong to curb aggressive marketing and to stop the unethical and scientifically unjustified claims on the benefits of formula milk. I understand there have been wide consultation with strong support from health care professionals and the public, and this proposed Code has been delayed for many months.

I urge the Health Panel and LegCo to endorse the proposal with no further delay, to safeguard and promote public health.

Yours sincerely,

Professor TH Lam, MD
Sir Robert Kotewall Professor in Public Health
Chair Professor of Community Medicine
School of Public Health
The University of Hong Kong