

**THE UNIVERSITY OF HONG KONG**  
**School of Nursing**



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April 3, 2017

**RE: Hong Kong Code of Marketing of Formula Milk and Related Products, and Food Products for Infants & Young Children.**

To whom it may concern:

We highly support the "HK Code". Our team showed that excessive marketing and promotion of infant formula, including the provision of free or heavily discounted products to hospitals subsequently reduced rates of exclusive breastfeeding<sup>1</sup>. Two cohorts of breastfeeding mothers (n=2560) were recruited one before (2006-2007) and the second after (2011-2012) the change in the infant formula policy. After implementation of the infant formula policy, more mothers (41.3% v. 17.7%) exclusively breastfed during hospitalization. The median duration of breastfeeding increased from 8 to 12.5 weeks after policy implementation.

Therefore, the launching of the HK Code is a major step to promote and protect breastfeeding and Infants & Young Children nutrition, on the basis of adequate and unbiased information and through appropriate marketing.

Our School highly support the "HK Code". If you have any further queries or require further clarification, please do not hesitate to contact me by email at krislok@hku.hk.

Sincerely,

Kris Yuet Wan Lok SRD PhD  
Research Assistant Professor

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<sup>1</sup>Effect of a hospital policy of not accepting free infant formula on in-hospital formula supplementation rates and breastfeeding duration. *Tarrant M, Lok KYW, Fong DYT et al. Public Health Nutrition* 18(14)2689-99.2015.