



For banning all marketing and advertising materials

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I am a mother of two and both have been solely breastfed until well over the age of 1. Once weaned, I have started to supplement their normal meals with formula milk, usually no more than 240ml a day. My elder did not really like formula milk so after a few tries, he has switched to drinking fresh milk altogether though milk has never been a major source of nutrients for him. Thus I have both been a sole breastfeeder and consumer of formula milk.

I am absolutely delighted to hear that the government is considering banning all marketing materials for formula milk targetted at infants within their first 6 months (first 12 even better) of lives. I am fully supportive of banning the so called 'formula information' claimed to help mothers and parents make informed choices. How can information be impartial when it comes from bodies with vested interests? (these formula milk multinationals). I believe fair, consistent and accurate information on breastfeeding as well as formula substitutes should be disseminated by the DH. If 'nutrition companies' which sell formula milk 'complain' that the DH is not in the best position to offer information on their behalf, I say these companies can simply submit their own information regarding their products to the DH, at which clinical advisors /medical professionals will vet the content and recommend approvals for public information.

I am sick of the ill-informed choices many mothers make in this city, naively believing that they are doing what is best for their children and themselves, when most of the information they receive is disguised marketing. I understand the frustration mothers get after giving birth and wanting to breastfeed, only to be advised otherwise for their own post-natal health's sake. It's about time we give the babies of our city a fair say.

thanks,
Vivian Lau