



## Hong Kong Code of Marketing and Quality of Formula Milk

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I fully support the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children released by the Department of Health in October 2012.

Breastfeeding is safe and also the best nutrition of infants and should be promoted. In addition to providing clear short-term benefits against infectious diseases, evidence on breastfeeding's long-term health benefits is well known and has been widely published. I have no doubt that promoting breastfeeding is one of the priorities issues for child health.

At the moment a significant proportion of parents have misconceptions about formula milk as equally conducive to health as breastfeeding, or even consider formula milk is superior. Marketing of formula milk is increasingly aggressive in Hong Kong and misleading health claims in TV and newspaper, magazine are common in their advertisement and promotional materials. We must protect members of the public from misleading information, I strongly support restrictions on advertising and promotional activities for formula milk and related products. I support that the Department of Health and other professional bodies will provide informational and educational materials on infant and young children feeding for parents through various channels. Manufacturers and distributors of formula milk should be responsible for providing factual product information to consumers through their websites, healthcare professionals and retailers.

I also support the requirement on labeling and quality standards of formula milk. For those who are not breastfed, infant formula is the sole source of nutrition for the first 6 months of life. The quality and composition of infant formula is therefore of prime importance for their healthy growth and development. This is also applicable to formula milk for children 6 to 36 months.

The Code would empower mothers to make fully informed decisions on infant feeding free from misleading information. As paediatrician, we support creating an environment that protect and promote breastfeeding and healthy eating in infants and young children in Hong Kong.

Dr. Li Chi Kong  
Prince of Wales Hospital, Shatin.

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