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Dr Shirley Leung  
Family Health Service,  
Department of Health,  
Room 1308, 13/F.,  
32 Oi Kwan Road  
Wan Chai  
Hong Kong

6 February 2013

Dear Dr Leung,

**Re: Consultation on “Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants and Young Children”**

On behalf of the Hong Kong College of Community Medicine (the College), I would like to show our support to the captioned code.

As a professional organisation consisting of doctors working to improve the health of the community, we fully support the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children (HK Code) drafted by the Taskforce on Hong Kong Code of Breastmilk Substitutes.

Breastfeeding, provision of safe and adequate nutrition for infants and young children is one of the most important public health agenda that should be protected and promoted. In addition to the clear short-term benefits against infectious diseases, evidence on breastfeeding's long-term health benefits to mother and child has been published by the World Health Organization.

We note that the development of the HK Code, which provides guidelines to manufacturers and distributors on the marketing and quality of formula milk and related food products, is in line with the latest recommendation of the World Health Organization which aims



to protect breastfeeding from being undermined by inappropriate marketing.

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We welcome the HK Code to be implemented. It would play an important first step to safeguard against biased information and promotional activities which may jeopardize the nutrition and health status of infants and young children.

In particular, we support Article 4 and 5 of the Code regarding information and marketing to the general public, pregnant women and mothers to cover the range of designated products for infants and young children aged 0 to 36 months. We believe that the coverage for such age range can maximize the health benefits of the infant and child in the early developmental stage by empowering mothers to make fully informed decisions on infant feeding free from commercial influences, so that breastfeeding can thrive and any risks for infants who are fed on formula milk could be minimized.

We look forward to the early launching of the HK Code.

Yours sincerely,

Dr Ronald Lam  
Honorary Secretary