

To whom it may concern,

On behalf of Hong Kong Nutrition Association, I would fully support the government's effort to increase breast feeding rate and to stop circulation of misleading information among the local society. As choosing breastmilk substitute is a decision far more complicated than people imagine and the overwhelmed information from different sources may confuse the parents. We fully support the principles of the HK Code and the information relevant to infant and young children feeding should be obtained from healthcare professionals such as paediatricians, family physicians, dietitians and nurses, rather than only the tv commercials or words of mouth and myths.

However we showed concerns on the execution of the HK Code as it is voluntary in nature and there might not be enough motivation for the manufacturers or retailers to comply the Code. The existing governmental support to mothers on infants and young children feeding seemed inadequate (e.g. The MCHC hotline may not be available all the time and not "mother-friendly enough", there are rooms for improvement on the facilities and manpower in hospital and MCHC clinics to support parents, etc).

Best regards,

Gordon Cheung  
President 2012-13, Hong Kong Nutrition Association