



香港婦產科學院
THE HONG KONG COLLEGE OF
OBSTETRICIANS AND GYNAECOLOGISTS
A Foundation College of Hong Kong Academy of Medicine
(Incorporated in Hong Kong with limited liability)



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22 November 2012

Dr Shirely LEUNG
The Secretariat Office
Taskforce on Hong Kong Code of Marketing of Breastmilk Substitutes
Family Health Service, Department of Health
Room 1308, 13 Guardian House
312 Oi Kwan Road
Wanchai, Hong Kong

Your Ref: (7) in DH FHS 7030/10 Pt. 3

Dear Dr. LEUNG,

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

Thank you for your letter dated 26 October 2012.

The document on “The Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children” has been reviewed by the Council of our College and we have no comment on it.

Yours sincerely,

Professor HYS NGAN
President



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By post and by email

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7 February 2013

Dr. Lilian L.Y. LEONG, BBS, JP
Chairperson of the Taskforce on
Hong Kong Code of Marketing of Breastmilk Substitutes
Family Health Service
Department of Health
Room 1308, 13th Floor, Guardian House
32 Oi Kwan Road, Wanchai, Hong Kong

Your Ref: () in DH FHS 7030/10/2

Dear Dr. LEONG,


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

I am writing in reply to your letter dated 18 December, 2012. The Hong Kong College of Obstetricians and Gynaecologists (HKCOG) appreciates the hard work and efforts contributed by the Taskforce in relation to drafting the proposed Hong Kong Code with formula milk and related products, and we have conducted meetings and consultations with council members. We are happy to share following messages with the Taskforce on the above caption.

The HKCOG fully supports breastfeeding. Contents of all health related advertisements should be based on evidence. The synthesized total message of information delivered to the lay public should also be appropriate. It is appropriate to discourage healthcare professionals from accepting direct personal benefits and sponsorship from manufacturers and distributors of formula milk and related products.

In many places in the world, formula milk and related products are used as nutritional supplements for children. Hong Kong citizens also treasure their freedom of access to information. From another perspective, some parties may consider it is necessary to ensure appropriateness of information provided to the lay public. There may be utility in establishment of mechanisms to advise or even vet accuracy and appropriateness of message in compliance to these advise.

Yours sincerely,


Dr. Ares K.L. LEUNG
President, HKCOG