



The Provisional Hong Kong Academy of Nursing

臨時香港護理專科學院

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21 December 2012

Dr Shirley LEUNG

Assistant Director of Health (Family and Elderly Health Services)

The Secretariat Office

Taskforce on Hong Kong Code of Marketing of Breastmilk Substitutes

Family Health Service

Department of Health

Room 1308 Guardian House

32 Oi Kwan Road

Wan Chai HK

Dear Dr LEUNG

Response to Consultation on "Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children"

The Provisional Hong Kong Academy of Nursing and its 14 specialty Academy Colleges welcome the establishment of the code that provides guidelines to manufacturers and distributors on the marketing and quality of formula milk and food products for infants and young children; and to health workers on interacting with the industry as well. The ultimate aim is to contribute to the protection of breastfeeding and provision of safe and adequate nutrition for infant and young children in Hong Kong.

The Provisional Hong Kong Academy of Nursing with its 14 specialty Academy Colleges is always committed to regulating advanced nursing practice in order to safeguard the public interest to receive safe and quality health care services. Hence, we are obliged to express our views on the draft code, to ensure that quality health services must be provided to all children in need without any barrier, be it financial, administrative or otherwise.

In our society, manufacturers and distributors undertake various marketing communication campaign including print and TV advertisements, web promotions or mall roadshows that have been delivering distorted messages about breastfeeding, complementary feeding, formula feeding and bottle feeding to the general public. In fact, health workers and health care facilities have usually involved themselves in this campaign by passing products' informational & educational materials onto parents,



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displaying product promotional materials in healthcare facilities etc. to affect mothers' decision on infant feeding. Moreover, both manufacturers and distributors will also sponsor educational functions and present products samples as giveaway or discount supplies for instances, to parents and health workers to continue their impression that the product is equivalent to breastmilk or breastfeeding. Consequently, the right of each child to receive safe and quality nutrition is exploited.

We concur with a quote from the United Nations Convention on the Rights of the Child (1989) which embodies the right of every child is:

- Equity regardless of race, religion, nationality or sex
- Special protection for full physical, intellectual, moral, spiritual and social development in a healthy and normal manner
- Adequate nutrition, housing and medical services
- Special care if handicapped
- Love, understanding and protection

Therefore, the Provisional Hong Kong Academy of Nursing is in full support for the captioned code terms and regulations. We appreciate the vision and the effort of the government in the pursuit of health for the well-being of Hong Kong children.

We would like our Government to continue to show strong commitment in healthcare services to ensure that the rights of the child are upheld and to keep on adopting a proactive approach in healthcare delivery.

Thank you for your attention!

Yours sincerely

Dr Susie LUM

President

The Provisional Hong Kong Academy of Nursing