



Public Consultation on the Draft HK Code...a OUHK Submission...

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Dear Sir,

In response to the captioned, the Nursing Team of the Open University of Hong Kong (OUHK) would like to forward a submission as below:

With the aims to protect breastfeeding and contribute to the provision of safe and adequate nutrition for infants and young children, the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children ("The HK Code") makes attempts to provide voluntary guidelines to manufacturers and distributors of formula milk; feeding bottle, teats and pacifiers; and, food products for infants and young children aged 36 months or below. In principle, the Nursing Team of OUHK do support such initiative.

In addition, we would like to reiterate the following points:

1. The Global Strategy for Infant and Young Child Feeding in 2003 recommended by the WHO could only be materialized provide that the related Policies formulated by the Government are, in general, supportive enough. Hence or otherwise, it becomes a rhetoric or an ideal.
2. While promoting or promulgating breastfeeding, the Government also have the responsibility to ensure parents have an informed choice on methods/means of infant & young child feeding.
3. Paternalism and authoritarianism on means of infant & young child feeding, be it breastfeeding or bottle feeding, should be minimized. Rather, facilitation and empowerment should be upheld.

4. Succinct and correct information, be it breastfeed or bottle-feed, should be given to parents during the maternal process.
5. Non evidence-based and false-claimed advertisements on formula milk should be regulated by legislation.

Hope these viewpoints will offer help parents making an informed choice.

Best regards.



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