



The Hong Kong Paediatric Society
香港兒科醫學會

The Hong Kong Paediatric Society
Position Statement on Promotion of Breastfeeding

Child Healthcare Professionals from The Hong Kong Paediatric Society (established in 1962 in Hong Kong)

1. *Are committed* with good solidarity to the promotion of exclusive breastfeeding by virtue of their training, knowledge, expertise, experience and professional ethics;
2. *Will undertake* to provide and promote health education on breastfeeding. The 2003 HKPS Code for Marketing of Breast Milk Substitutes is one of such efforts by the Hong Kong Paediatric Society to guard against dissemination of undesirable and unwanted information on infant nutrition to the public in the absence of government regulation and monitoring;
3. *Will endeavour* through all possible measures to facilitate and enhance breastfeeding in all facets in life in the community;
4. *Realize* that despite dedicated and committed efforts that there are clinical situations where breastfeeding is not possible or feasible, and are committed to assist the family in making informed decisions on the mode of infant nutrition, for the benefit and welfare of the child and the family;
5. *Will uphold* the latest versions of the WHO Code for Marketing of Breast Milk Substitutes and the IPA Guideline on Relations with the Industry;
6. *Welcome* the establishment of the Task Force for the Hong Kong Code of Marketing of Breast Milk Substitutes (the “Task Force”) initiated and led by the HKSAR Government. This is a good move albeit belated in the community;
7. *Support* the work of the Task Force;
8. *Will not join* the Task Force due to professional focus (on baby and family), and ongoing solid professional understanding of infant nutrition and code of ethics, including those issued by peer international professional bodies for child health;
9. *Will endeavour* to working closely with the Task Force in promoting breastfeeding; AND
10. *Propose the setting up of* censure measures on violators of the Code, to ensure the Code’s *effective implementation*.

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