



Nutrition and Health Claims on Infant Formula

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To whom it may concern:

I, Alice Choi, the undersigned wish to state my support for the restrictive approach to the regulation of Nutrition and Health Claims on Infant Formula, Follow-up Formula, and Prepackaged Foods for Infants and Young Children Under the Age of 36 Months in Hong Kong to Food and Environmental Hygiene Department. As a midwife, I and my staff advocate the protect, promote and support breastfeeding in all circumstances. This is for the health and benefit of the baby who is our future. The promotion of formula milk is unreasonably wide with inadequate information for the consumers to make an informed choice. Right from the first antenatal booking, we provide information on breastfeeding to all pregnant women, we offer counselling to them and provide the best start of breastfeeding right after delivery.

All babies except those with medical contraindication, we offer immediate skin to skin contact so as to provide an optimal environment for the baby to start her /his suckling of breastmilk. As a professional, we offer the best quality baby care and hope this good start could be sustained after the baby is discharged from the hospital. The support from all including policy setting, guidelines and protocols are important for the mother to continue breastfeeding and hopefully it could last for 2 years. An important area to note is that all people should be offered the full picture of the benefits and advantages of breastfeeding and as such be able to differentiate it from the incomplete statement from the advertisement on formula milk. Restrictive approach on formula milk would be the best strategy to advocate breastfeeding.

*Regards,
Alice Choi*

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