

Summary of International Code of Marketing of Breastmilk Substitutes (WHO/UNICEF)

1. Manufacturers and distributors should comply with the Code's provisions even if countries have not acted to implement the Code.
2. No advertising of all breastmilk substitutes to the public.
3. No free samples to pregnant women and mothers.
4. No promotion of products in health care facilities, including no free or low-cost formula.
5. No company representatives to contact pregnant women and mothers.
6. No gifts or personal samples to health workers. Health workers should never pass products on to pregnant women and mothers.
7. No words or pictures idealizing artificial feeding, including pictures of infants on the labels.
8. Information to health workers must be scientific and factual.
9. All information on artificial infant feeding must explain the benefits and superiority of breastfeeding, and the costs and hazards associated with artificial feeding.
10. Unsuitable products, such as sweetened condensed milk should not be promoted for babies.

*** If you found any promotional activity or advertisement of breastmilk substitutes in our hospital, please contact the Queen Mary Hospital breastfeeding feeding hotline: 7306 9687 ***



Welcome to visit:
Queen Mary Hospital
Baby Friendly Hospital Webpage

<http://hkwc.home/webapps/Dept/BFHI/default.aspx>

Breastfeeding Hotline

- ※ QMH Breastfeeding Hotline
Pager: 7306 9687
Service hour: 08:00 to 20:00
- ※ Department of Health
Tel: 3618 7450
- ※ Hong Kong Breastfeeding Mother's Association
Tel: 2540 3282
- ※ Baby Friendly Hospital Initiative
Hong Kong Association
Tel: 2838 7727
- ※ La Leche League Hong Kong
Tel: 9314 9463 (English)
- ※ Natural Parenting Network
Tel: 6194 3359

Breastfeeding Information Website

Family Health Service

<http://www.fhs.gov.hk/english/breastfeeding>

Hong Kong Breastfeeding Mother's Association

<http://www.breastfeeding.org.hk/>

Baby Friendly Hospital Initiative Hong Kong Association

<http://www.babyfriendly.org.hk/breastfeeding>

La Leche League Hong Kong


<http://www.lll-hk.org>

The UNICEF UK Baby Friendly Initiative

<http://www.unicef.org.uk/babyfriendly/>

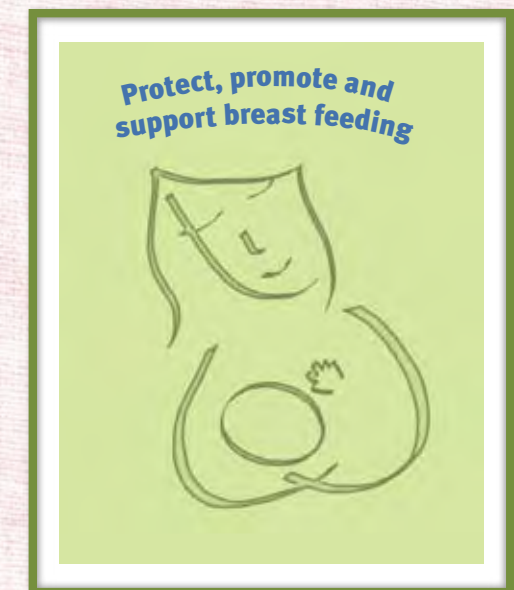
Natural Parenting Network

<http://www.npnhk.org>

 瑪麗醫院 Queen Mary Hospital	Pamphlet Topic & Department Code
Ownership	QMH/Obstetrics & Gynaecology-39 Eng
Last review/revision	Jun/2022
Approval	HKWC Information Pamphlet Working Group
Distribution	All hospital staff (QMH)



Queen Mary Hospital Infant Feeding Policy (Staff)



醫院管理局
HOSPITAL
AUTHORITY

QMH Department of Obstetrics & Gynaecology

Benefits of Breastfeeding



Breast milk is the best and most natural food for infants. Breastfeeding is proven to be beneficial to both mother and babies. Breastfed babies are less prone to diseases like enterogastritis, otitis media, eczema, asthma, diabetes and obesity. It also reduces the maternal risk of breast, uterine and ovarian cancer.

Breastfeeding promotes good bonding between mother and baby. The mother-infant interaction facilitates psychological and brain development of babies, as well as the emotional health of mothers.



The World Health Organization's recommendation on infant feeding

Exclusive breastfeeding is recommended up to 6 months of age. Breastfeeding should be continued along with appropriate complementary foods up to two years of age or beyond.



Queen Mary Hospital is designated 『Baby Friendly Hospital』 on 19 January 2018

Infant Feeding Policy in Queen Mary Hospital was established according to the BFHI launched by the WHO and UNICEF. It aims to give every baby the best start in life by creating a health care environment that supports breastfeeding as the norm. All healthcare providers and hospital staff have to be familiar with this policy and fully aware of their responsibilities and roles on upholding and supporting breastfeeding.

Queen Mary Hospital Infant Feeding Policy (Summary)



1. Convey this policy routinely to all health care staff in the hospital.
2. Provide orientation and training on the implementation of this policy to health care staff in accordance to their roles.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers to initiate an uninterrupted skin-to-skin contact with their infants for at least one hour immediately after birth.
5. Show mothers how to breastfeed and maintain lactation even if they should be separated from their infants.
6. Encourage exclusive breastfeeding by not giving newborn food or drink other than breastmilk unless medically indicated.
7. Practice 24 hours rooming-in.
8. Promote 'Baby-led feeding' / 'on Demand feeding'.
9. Give no artificial teats or pacifiers to breastfeeding infants.
10. Refer mothers to community breastfeeding support groups on discharge from the hospital or clinic.
11. Respect and support mothers who made an informed choice not to breastfeed.
12. Promote and support Mother Friendly Care.
13. Encourage and facilitate staff to continue breastfeeding when they return to work.
14. Comply with the International Code of Marketing of Breastmilk Substitutes of the World Health Organization.
15. Support mothers to breastfeed their infants in public areas of the hospital and provide baby care room when necessary.

QMH Staff Supportive Service

QMH-Breastfeeding Supportive Service for HKWC Staff

- A) Free breast pump loan service.
Application form could be downloaded from QMH BFH webpage
For enquiry please call: 2255 4288
- B) Breast pump will be available for hospital staff at the locations as below:
 1. Room 354, 3/F, Block A, Nurses Quarter
Opening hour: 24 hours
For enquiry please call: 2255 4453
 2. G/F, Block K, Baby Care Room
Opening hour: 24 hours
Breast pump lending service:
From: 08:00 - 19:00
(Please register at the reception of KG)
 3. Room 12, 5/F, Block S
Service hour: office hour
(Please register at the reception of S5 for lending breast pump)
- C) Breastfeeding Hotline
(Provide Breastfeeding Supportive & Enquiry Service for hospital staff)
Service hour: 08:00 to 20:00
Pager: 7306 9687
- D) Lactation Consultant Clinic
(Provide antenatal and postnatal Breastfeeding Supportive & Enquiry Service)
Location: Room 11, 5/F, Block S
Service hour: 14:00 to 16:00 (Monday to Friday, except public holidays)
For appointment booking please call: 2255 5524 / 7306 9687