

## 餵哺母乳已被證實的好處

母乳是嬰兒最天然及最佳的食物，多項科研證實餵哺母乳能為母親及嬰兒生理及心理健康上帶來莫大裨益，能減低嬰兒患上中耳炎、腸胃炎、哮喘、濕疹、肥胖症、糖尿病外，亦能提高嬰幼兒智能及認知上的能力。對母親方面能減低患上乳癌、卵巢癌及骨質疏鬆的機會，及促進母子關係。

## 餵哺母乳其他的好處

1. 母乳能就嬰兒需要自行調節適當的成份及份量。
2. 母乳的成份能有助嬰兒吸收營養及生長。
3. 因餵哺母乳而增加與嬰兒額外的接觸及母乳的特殊成份有助提升嬰兒的智力及認知能力。
4. 母乳包含的免疫抗體能保護嬰兒及至成年後遠離疾病。
5. 母乳有助早產嬰兒發展消化系統和降低患上嚴重疾病的風險。
6. 會消耗母親在懷孕時所貯存的脂肪及有助產後回復身段。
7. 餵哺母乳幫助媽媽適應做母親的角色，促進親子關係。
8. 健康的嬰兒減少父母上班的缺值率。
9. 減少家庭支出(因無需購買配方奶)及減少醫療費用支出。

## 「世界衛生組織」建議

母親應以全母乳餵哺嬰兒至六個月大，然後在母乳外加添半固體食物，及繼續餵哺嬰兒至兩歲或以上。

母乳餵哺是親近同在、溫柔回應、滋養寶寶的最佳方式。

## 瑪麗醫院是『愛嬰醫院』

瑪麗醫院遵照世界衛生組織及聯合國兒童基金會「愛嬰醫院運動」的建議，訂立「嬰兒哺餵政策」，為母嬰提供母乳餵哺的理想環境，及致力維護、推廣及支持母乳餵哺。

## 嬰兒哺餵政策撮要

1. 定時向所有醫護人員公佈及傳達嬰兒餵哺政策。
2. 按照醫護人員之職能，提供應有的知識及技術培訓，以便推動嬰兒餵哺政策。
3. 向所有孕婦提供有關母乳育嬰的益處及哺餵處理的資訊。
4. 協助母親於產後即時與嬰兒開展最少一小時無間斷的肌膚接觸。
5. 指導母親如何餵哺母乳及維持足夠乳汁分泌，即使需要與嬰兒分離。
6. 鼓勵全母乳哺餵，除有醫療需要外，不供應其他食物或飲料。
7. 實施二十四小時母嬰同室。
8. 推廣「嬰兒主導餵哺」/「按嬰兒需要餵哺」。
9. 不向母乳哺餵之嬰兒提供奶瓶或安撫奶咀。
10. 轉介出院或覆診後的母親參加社區母乳哺餵支持小組。
11. 尊重及支持在知情下而不選擇母乳餵哺的母親。
12. 推廣及支持母親友善的分娩措施。
13. 鼓勵及協助產後員工持續以母乳哺餵嬰兒。
14. 遵守世界衛生組織所訂定的「國際母乳代用品銷售守則」。
15. 支持母親在醫院公眾地方內餵哺母乳及在有需要時提供育嬰間設施。

## 國際母乳代用品銷售守則

1. 即使香港尚未實施母乳代用品銷售守則，製造商及分銷商均應遵守本守則的條文。
2. 不用廣告向公眾宣傳母乳代用品。
3. 不免費派發母乳代用品樣本予孕婦或母親。
4. 不在醫療機構中推銷有關產品，包括提供免費或廉價的母乳代用品。
5. 不讓公司代表接觸孕婦或母親。
6. 不向醫護人員贈送禮品或樣板。醫護人員亦不應把此類物品轉送給孕婦或母親。
7. 不以文字或圖畫的形式美化配方奶餵哺，包括在產品標籤上印製嬰兒的圖片。
8. 提供給醫療人員的資訊必須有科學根據和合乎事實。
9. 有關配方奶餵哺的所有資訊，都必須列明母乳餵哺的益處和優越性，以及配方奶餵哺的代價和不良影響。
10. 不應推銷不適合嬰兒食用的產品(例如煉奶等)。

備註: 母乳代用品包括: 初生嬰兒配方奶粉、特別配方奶粉、奶瓶、奶咀、嬰兒飲料及食品等。


\*\*\* 若發現院內有違規情況，請致電瑪麗醫院母乳哺餵熱線，電話:7306 9687 \*\*\*

## 母乳哺餵熱線

- ※ 瑪麗醫院母乳哺餵熱線  
電話: 7306 9687  
每日上午八時至下午八時
- ※ 衛生署熱線  
電話: 3618 7450
- ※ 衛生署母乳哺餵朋輩支援熱線  
電話: 6194 3359
- ※ 香港母乳育嬰協會  
電話: 2540 3282
- ※ 愛嬰醫院熱線  
電話: 2838 7727
- ※ 國際母乳會  
電話: 9102 2099  
電話: 3048 1701(普通話)

## 母乳育嬰資訊網頁

衛生署家庭健康服務  
[http://www.fhs.gov.hk/tc\\_chi/breastfeeding](http://www.fhs.gov.hk/tc_chi/breastfeeding)  
香港母乳育嬰協會  
<http://www.breastfeeding.org.hk/>  
愛嬰醫院香港協會  
<http://www.babyfriendly.org.hk/breastfeeding>  
國際母乳會 - 香港  
<http://www.ill-hk.org>  
The UNICEF UK Baby Friendly Initiative  
<http://www.unicef.org.uk/babyfriendly/>  
自然育兒網絡  
<http://www.npnhk.org>

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瑪麗醫院  
Queen Mary Hospital

## 嬰兒哺餵政策



瑪麗醫院「愛嬰醫院運動」督導委員會



## Proven Advantages of Breastfeeding

Breast milk is the best and most natural food for infants. Breastfeeding is proven to be beneficial to both mother and infants. Breastfed infants are less prone to diseases like entero-gastritis, otitis media, eczema, asthma, diabetes and obesity. It also reduces the maternal risk of breast and ovarian cancer. Breastfeeding promotes good bonding between mother and infant. The mother-infant interaction facilitates psychological and brain development of infants, as well as the emotional health of mothers.

## Other Benefits of Breastfeeding

1. It contains a blend of the right ingredients in the right amounts and changes to meet the infant's needs.
2. Breast milk contains factors that help the infant to absorb nutrients to help the infant grow.
3. Extra contact during breastfeeding and factors in the breast milk help the infant to develop a higher IQ & better cognitive development than those who is not breastfed.
4. Immune factors of breast milk help protect infant from disease and until adulthood.
5. Breast milk helps the gut of premature infants to develop and reduces the risk of serious diseases.
6. Breastfeeding uses up the mother's fat stored in pregnancy and help to regain figure.
7. It helps the mother to adjust to motherhood and promote bonding.
8. A healthy infants means less days off work for parents.
9. Breastfeeding lower the family costs as well as lower the medical costs.

## 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.

**Breastfeeding is proximity, presence and the best way to nurture your infant**

## Queen Mary Hospital is "Baby Friendly Hospital"

Infant Feeding Policy in Queen Mary Hospital was established according to the BFHI launched by the WHO and UNICEF. It aims to give every infant the best start in life by creating a health care environment that protect, promote and support breastfeeding.

## Infant Feeding Policy (Summary)

1. Convey this policy monthly to all health care staff in 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.

## 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 hotline: 7306 9687 \*\*\*

## Breastfeeding Hotline

- ※ QMH Breastfeeding hotline  
Hotline telephone: 7306 9687  
Service hour: 8:00 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)
- ※ Peer Group Support Hotline  
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  
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## INFANT FEEDING POLICY



QMH Baby Friendly Hospital Initiative Steering Committee