愛學質訊

Baby Friendly Newsletter





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需要您的支持! Need Your Support!

主席的話 Message from the Chairman

近期有關配方奶粉的新聞報導不絕於耳。最初是政府就《香港配方奶及相關產品和嬰幼兒食品的銷售及品質守則》(〈香港守則〉) 收集民意,繼而有父母們因某奶粉品牌缺貨引發搶購潮,以至最近為保障市民利益而實施的奶粉限帶令,均成為城中熱話,引來連番討論。

為人父母都會為子女選擇最好的食物。其實他們不需要為尋找配方奶而大費周章,因為最好的已經近在咫尺 — 母乳。母乳是上天賜予嬰兒最完美的食糧,它含有免疫物質,可幫助嬰兒抵抗疾病,不但安全而且不用花費。可惜,在配方奶產品商密集式宣傳下,令不少父母輕易以添加配方奶育兒,因而減少母乳分泌,結果放棄母乳餵哺。在本期通訊中,我們刊載了相關報導,呼籲父母及關注嬰幼兒健康人士認清知情抉擇是不應以增加產品銷量為目的廣告宣傳為基礎。

母乳餵養是維護兒童生存及發展權的重要的一環,而保護兒童權益,政府責無旁貸。政府應以兒童利益為首要考慮,積極執行〈香港守則〉規管配方奶的營銷方式,更要訂立嬰幼兒餵養政策,責成各政府部門通力配合推行,以保障母嬰的健康。

Recently the non-stop news on formula milk are the talk of town. Firstly, there was the public consultation on the "Hong Kong Code" followed by local parents' panic buying of formula products and lately, the restriction on the amount of formula milk to be taken out of Hong Kong for infants and young children.

Parents want to choose the best food for their infants. They need not search far and wide for formula milk as the most precious and available food for babies is breastmilk. Breastmilk, the perfect food for infants, contains immune substances that help babies fight diseases. Needless to say, it is safe and without cost. Unfortunately, due to the intense promotion of formula milk by manufacturers, mothers readily add formula milk while breastfeeding leading to reduced breastmilk secretion and eventually give up breastfeeding. In this issue, we report on relevant topics that parents should be aware of in their decision making on infant feeding.

Breastfeeding is important for child survival and development. The government has the responsibility to protect the rights of our children. In the case of the Hong Kong Code, the interests of our children should be the primary consideration. Furthermore the government needs to have an infant and young child feeding policy implemented through the co-ordinated effort of various government departments for the protection of infant and maternal health.

葉麗嫦醫生 Dr. Patricia Ip



2011/12 年度「愛嬰天使計劃」畢業典禮 Graduation Ceremony for Peer Counsellors 2011/12

2011年12月,愛嬰醫院香港協會及衞生署家庭健康服務攜手推出了一項名為「愛嬰天使計劃」的朋際輔導計劃,旨在鼓勵哺乳媽媽分享授乳經驗,同時建立哺乳媽媽的互助支援網絡。

計劃的畢業典禮於2012年12月29日假伊利沙伯醫院順利舉行。 典禮當日,首屆畢業的母乳餵哺輔導員—我們的愛嬰天使—紛紛帶同孩子和親友出席。典禮上,她們分享了自己哺乳的心路歷程 與及透過在助人自助的個人發展上的種種得著。各位畢業媽媽輔 導員都衷心感謝丈夫、家人、醫生和護士在她們餵哺母乳及學習 期間給與的支持及鼓勵。

在分享環節中,呂容娟女士表示她慶幸能夠接受培訓。她認為計劃不但豐富了她作為哺乳媽媽的知識,還讓她能自信地在其後的母嬰健康院聚會中,與其他哺乳媽媽交流心得。她回想以往的哺乳過程不太順利,有乳管閉塞和乳房疼痛等不愉快的經歷。但她仍非常珍惜成為哺乳媽媽的機會,因為她明白餵哺母乳可以培養母子感情,連繫一生,那是無可替代的!

2013/14年度的「愛嬰天使計劃」已於本年2月再度開始,一共 有18名學員獲選接受培訓。她們將自4月起,聯同去年畢業的母 乳餵哺輔導員為有需要的媽媽提供服務。本年度計劃的服務範圍 已由瀝源、柴灣伸延至荃灣區母嬰健康院。

The Association and the Department of Health Family Health Service launched a peer counselling project in December 2011 to encourage the sharing of experience and build a peer support network of breastfeeding mothers.

A graduation ceremony was held on December 29, 2012 at Queen Elizabeth Hospital. The peer counsellors—our Baby Friendly Angels—came with their babies, other family members and friends. They shared how their own journey in breastfeeding prompted them to join the project and what they gained in





Graduates and their babies, families and friends at the Graduation Ceremony

self-development through supporting other mothers. The graduates expressed whole-hearted thanks to husbands and family members, nurses and doctors who supported them when they were breastfeeding and during the project.

In the sharing, Joan Lu told us she was lucky to be trained in the programme which not only built her into a knowledgeable breastfeeding mom but also gave her self-confidence in bridging with other breastfeeding mothers in MCHC gatherings thereafter. She recalled that her breastfeeding process was not as smooth as she thought with unpleasant experiences such as duct-blockage and breast pain, but she treasured a lot to be a "breastfeeding mom" simply because breastfeeding fostered a life-time mother-and-child bonding which to her meant everything!

The 2013/14 programme began in February 2013 with 18 candidates selected for training. They join experienced counsellors from the 2011/12 project to provide service starting April. The programme has been extended from MCHCs located at Lek Yuen, Chaiwan to Tsuen Wan.



慶祝國際母乳哺育周 2013 Celebrating the World Breastfeeding Week 2013

今年國際母乳哺育周的主題為「全方位,全角度,支持母乳餵哺」重點宣傳哺乳期間朋輩輔導及鼓勵,動員整體 社會給母乳餵哺媽媽提供持續性的支持,從而提升母乳餵哺率。每年於8月1日至7日期間,全球超過170國 家會舉辦不同的慶祝活動。在過去的21年,國際母乳哺育周在國際日程內已被標誌為促進母乳餵哺的重要活動 之一。

傳統上,支持母乳餵哺的力量來自家庭成員。隨著時代變化,尤其在城市化社會裏,對母乳餵哺母親的支持應來自各方各界,包括醫護工作人員、餵哺顧問、社區領袖、朋輩或父母。一般來說,任何人透過適當訓練都可以成為一名母乳餵哺朋輩輔導員。如果配置得當,這群人都是實際的人力資源,可將現有支持母乳餵哺的範圍擴大到各家庭及社區,支援更多哺乳媽媽。總括而言,「母乳餵哺的實效關鍵在於媽媽是否可持續每天在其家庭和社區繼續得到支持」(1)

2013年國際母乳哺育周的目標

- 宣揚朋輩輔導的高度效益,團結各方力量, 擴大朋輩輔導計劃。
- 不論任向教育背景,鼓勵母乳餵哺的支持者 自薦參與培訓,支持母乳餵哺的母親和嬰 兒。
- 辨識社區支援接觸點,提供支援設施及服務 給產後媽媽。
- 5. 呼籲全球政府和產科設施積極實行〈成功母 乳育嬰十項指引〉,特別是第十項,以提升全 母乳餵哺率及延長餵哺時間。



This year's World Breastfeeding Week's theme "Breastfeeding Support: Close to Mothers" highlights breastfeeding peer counselling to provide sustainable support to breastfeeding mothers increasing the overall breastfeeding rate. Every year, various activities are held in more than 170 countries to celebrate World Breastfeeding Week (WBW) from August 1 to 7. Over the past 21 years, WBW has become one of the signature events in the international breastfeeding calendar.

Traditionally support is provided by the family. As societies change, in particular with urbanization, support for mothers from a wider circle is needed, including trained health workers, lactation consultants, community leaders, or from friends who are also mothers, and/or from fathers/parents. Generally speaking, anyone from the community who is properly trained can become a peer counsellor. If properly deployed, the pool of counsellors are readily available resources to support a large number of mothers at home and in the community. All in all, "the key to best breastfeeding practices is continued day-to-day support for the breastfeeding mother within her home and community" (1)

Objectives of World Breastfeeding Week 2013

- 1. To draw attention to the importance of Peer Support in helping mothers to establish and sustain breastfeeding
- To Inform people of the highly effective benefits of Peer Counselling, and unite efforts to expand peer counseling programme
- To encourage breastfeeding supporters, regardless of their educational background, step forward and be trained to support mothers and babies.
- 4. To identify local community support contacts for breastfeeding mothers, that women can go to for help and support after giving birth.
- To call on government and maternity facilities globally to actively implement the Ten Steps, in particular Step 10, to improve duration and rates of exclusive breastfeeding.

請瀏覽網址參閱有關資料。Please visit website for details: www.worldbreastfeedingweek.org

(1) Saadeh RJ, editor with Miriam H. Labbok, Kristin A. Cooney, Peggy Koniz-Booher (1993), Breast-feeding: the Technical Basis and Recommendations for Action: Role of Mother Support Groups, Geneva, World Health Organization, 62-74.



雲南代表團到訪聯合國兒童 基金會愛嬰醫院香港協會 Yunnan Delegation Visit



2012年12月18日,中國疾病預防控制中心、雲南省衞生廳及世界宣明會(中國)代表團造訪聯合國兒童基金會愛嬰醫院香港協會進行學習交流,與協會主席葉麗嫦醫生在母乳餵哺及嬰幼兒保健衞生與營養範疇上交換意見。

On December 18, 2012, a delegation from the Yunnan Provincial Health Department and the Yunnan Provincial Maternal Child Health Hospital together with representatives of World Vision China visited Baby Friendly Hospital Initiative Hong Kong Association for learning exchange. Dr Patricia Ip, Chairman of the Association, exchanged views with the delegation on breastfeeding, infant health and nutrition.



〈香港守則〉傳媒簡報 Press Briefing on "Hong Kong Code"

聯合國兒童基金會駐中國辦事處衞生與營養處處長謝若博博士於去年 12 月來港,就香港和內地母乳餵哺的推廣、發展以及〈香港守則〉進展上與協會主席葉麗嫦醫生共同會見傳媒。

Last December, Dr. Robert Scherpbier, Chief of Health, Nutrition & WES, UNICEF China came to Hong Kong and joined Dr Patricia lp to meet with the press about the promotion and development of breastfeeding in Hong Kong and mainland China and especially on the implementation of "Hong Kong Code."

「愛嬰醫院」簡報會

Briefing Session on Baby Friendly Hospital in Hong Kong

今年 1 月 25 日,協會於伊利沙伯醫院內舉辦了一個簡報會,為設有產科的醫院簡介「愛嬰醫院」評審的細則及要求。簡報會反應熱烈,有接近80 人參加。與會者包括產科和兒科醫生、護士和醫院管理層。

On January 25, BFHIHKA conducted a briefing session for all hospitals with maternity units on the details of accreditation of Baby Friendly Hospitals in Hong Kong. The session was well attended by around 80 hospital administrators, and doctors and nurses of Obstetric and Paediatric units.





配方奶產品添加成份是否有利嬰幼兒的生長發育? Are the Nutrients Added in Formula Products Beneficial to the Growth of Infants and Young Children?

近期搶購某些品牌的嬰幼兒奶粉潮,顯示市場推廣策略之成功。母乳的營養價值無可替代,是嬰幼兒最佳食糧。為模擬母乳的成分,配方奶產品生產商在產品中添加不同營養元素作招徠(如 DHA, PHD等等),聲稱有助嬰兒腦部及健康發展,並透過廣告吸引爸媽購買。菲律賓就有研究指出廣告可影響媽媽放棄母乳餵哺而採用配方奶產品育嬰。

記得配方奶廣告內容的母親

个 2 倍機會以配方奶餵飼嬰兒

Mothers who recalled formula ad messages are two times more likely to feed babies formula



菲律賓 The Philippines

食物安全中心於二零一三年二月發表了一篇名為〈嬰幼兒配方奶中的 DHA — 過多無益〉的報告,重申嬰幼兒配方奶產品中常見的營養原素二十二碳六烯酸 (DHA) 過分標榜其有關價值,值得父母及一眾關顧嬰幼兒健康人士細讀。

報告指出,DHA是一種長鏈多元不飽和脂肪酸,是胎兒和嬰兒視力和腦部正常發育的關鍵元素。母乳、魚油和海藻中都含有不同分量的DHA。於嬰幼兒配方奶產品中,添加DHA一般是可以接受的;然而,沒有研究證實添加的DHA有利嬰幼兒長遠的生長及發展。事實上,從海產油類中提取的DHA,其構造和功能未必可與母乳中的成分相提並論。由於身體可以自行製成DHA,食品法典委員會未有把DHA列為嬰兒和較大嬰兒配方奶產品的必需成分。此外,大量攝取DHA或所攝取的DHA分量與其他脂肪酸的比例如失衡,可能影響身體對其他脂肪酸的代謝作用,以致身體多項功能受影響。

最近衞生署聯同五個醫療專業組織就兒童飲用配方奶的建議發表聯合聲明,說明市面上不同品牌的嬰兒配方奶。成分均大同小異,以符合食物法典標準。家長如有困難購買某一品牌配方奶,可轉用其他品牌。

The recent demand for certain brands of infant formula shows the success of marketing tactics. Breastmilk is the best food for infants for its irreplaceable nutritional value. Formula manufacturers add different nutritive ingredients (e.g. DHA, PHD, etc) to their formula to imitate the composition of breastmilk and make it a selling point. The manufacturers attract parents to buy their products through claims that these ingredients can promote brain development and the health of infants. Research from the Philippines pointed out that advertisements modified mothers' decision and are able to persuade mothers to give up breastfeeding to use formula products.

In February 2013, the Centre for Food Safety published a report titled "DHA in Formula Products for Infants and Young Children — More is Not Better". It reiterated that docosahexaenoic acid (DHA), a nutrient often added to formula products for infants and young children, has its nutritional value over-emphasised. It is an important article for parents and those who care about child health to read.

The report pointed out that DHA is a long-chain polyunsaturated fatty acid which plays a vital role in normal visual and brain development of infants. Various amounts of DHA are found in human breastmilk, fish oils, and marine algae. Even though adding DHA to formula products is generally acceptable, there is no evidence of long-term

母乳哺育新聞 News on Breastfeeding

benefits of such added DHA to the growth and development of infants and young children. The structure and function of the added DHA extracted from marine oils may not be the same as those present in breastmilk. Since DHA can be synthesised in the human body, the Codex Alimentarius Commission does not consider DHA an essential composition of infant and follow-up formula products. In addition, when DHA is taken in large amount or inappropriate ratio to other fatty acids, it may affect body metabolism with ill effects.

Recently the Department of Health and five health-care professional bodies made a joint statement on recommendations to parents on formula milk feeding of young children. It stated that the composition of different brands of infant formula available in the market is similar in order to meet Codex standard. Parents can switch to other brands if they encounter any difficulties in purchasing a certain brand.

資料來源 / Source of Information: 食物安全焦點,食物安全中心,第七十九期,2013年2月刊 Food Safety Focus, Centre for Food Safety, 79th Issue, February 2013

〈香港守則〉的實施有助帶動香港母乳餵哺的文化 Implementation of Hong Kong Code – help build a breastfeeding culture in Hong Kong

監管配方奶及相關產品廣告 — 保護母乳餵哺

Protect breastfeeding

當政府正積極收集社會各界意見期間,業界卻持不同意見,聲稱禁止配方奶的廣告宣傳形同禁止資訊流通,變相阻礙因各種原因以配方奶餵哺嬰兒的父母揀選適合的產品,並以削弱公眾的知情權為理由進行抗辯。

首先,〈香港守則〉並不禁止銷售配方奶,而父母如有需要也可從不同途徑得到各產品資料。業界於過去一年投放逾20億港元於廣告及推廣活動上,並聲稱這些市場行為未對市民大眾造成潛移默化的影響,甚或與母乳餵哺扯不上關係。事實上,廣告及各式促銷活動每天都影響著父母,及其家中親朋戚友的思維,令他們誤以為配方奶的營養價值等同母乳,其添加成分對嬰幼兒成長發育有特殊作用。此等訊息不斷在市場上充斥氾濫,影響父母對育兒方法的選擇,影響所及,甚至本來選擇母乳餵養的母親於早期已添加配方奶。因母乳分泌與供求有關。在這情况下,母乳量减少,母親自然感覺母乳不足,因而放棄母乳餵養。父母都會為子女選擇最好的,而重要的是他

們所作出的抉擇須基於科學根據及實際需要,而非依不實或誤導的廣告宣傳。廣告目的是增加產品銷量,內容並非等同資訊,父母消費者不可不知。

母乳餵養關乎公共健康。配方奶絕非普通商 業產品。在保障商界表達自由的同時政府更 應確保消費者得到正確資訊,及維護兒童享 有最高健康標準的權利。

1/3_{母親指配方奶廣告說明} 配方奶比母乳 一樣好或更好

1/3 mothers said formula ads conveyed the message that formula milk is "as good as" or "better" than breastmilk



£10 配方奶 廣告開支 4個月純母乳餵哺率可低至7%

Spending of formula ads is 10 times more than breastfeeding promotion. Exclusive breastfeeding rate at 4 months could be low as 7%

A public consultation on the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants and Young Children (Hong Kong Code) was conducted by the government. The Hong Kong Code is a voluntary guideline for manufacturers and distributors which covers the regulation of a wide range of marketing practices including advertising for infant formula and that for older children below 36 months. Organisations that advocate for breastfeeding welcome the Hong Kong Code as they consider the Hong Kong Code an important step towards formulating a blueprint for the future nutrition policy

for Hong Kong infants and young children that meets international standard.

However, the industry holds different views. They claim that prohibiting formula milk advertisements is prohibiting free flow of information which will undermine the right of parents to such information and their ability to choose the suitable product for their infants who need formula milk for various reasons.

First of all, the Hong Kong Code does not prohibit the sale of formula milk. Parents can obtain product information from different channels if needed. It is interesting that while the industry spent over 2 billion Hong Kong dollars on advertising and promotion in the past year, it is said that the public are not influenced by these marketing practices or even that such practices had no bearing on breastfeeding. Advertisements and different promotional activities, in fact, are directed not only at parents but also their relatives, slowly and subtly creating an impression that formula milk is equivalent to breastmilk and that additives to formula milk have special effects on infants' growth and development. Such misleading information is so prevalent that it affects parents' choice of infant feeding or induces mothers who intend to breastfeed to introduce formula milk at an early stage. The secretion of breastmilk is a demand and supply phenomenon. The more formula milk mothers use, the less breastmilk they produce. No wonder these mothers feel they do not have enough breastmilk and give up breastfeeding altogether. Parents want to make the best choice for their children, but it is important that they base their decisions on recognized scientific evidence and what they really need and not false or misleading advertisements. Parents should know that the purpose of advertisements is to boost sales and not to provide factual information.

Breastfeeding is a public health issue. Formula milk is not an ordinary commercial product. While protecting the industry's right to expression, the government needs to protect even more consumers' right to accurate information and children's right to the highest standard of health.

母乳餵哺能拯救生命 Breastfeeding Saves Lives

救助兒童會於 2013 出版的〈SUPERFOOD FOR BABIES – How overcoming barriers to breastfeeding will save children's lives〉報告中詳盡描述了窒礙母乳餵哺的四大原因,並建議提升母乳餵哺率以協助減低嬰幼兒死亡率。

報告中提及全球嬰幼兒死亡率於過去二十年間雖有所下降,但在減滅可預防性兒童死亡率進程上卻貼近了臨界點,值得世界各國關注。全球估計約有三份之一的嬰幼兒死於營養不良,最不幸的是新生嬰兒於出生後一個月內的死亡個案竟佔更大比例。報告亦指出母乳餵哺可幫助減低嬰幼兒生病的機會。每年在八個死亡的嬰孩當中就有一個可因吃母乳而倖存,是各公共衛生干預中最有效的措施,可見母乳是嬰幼兒的超級食糧。提倡母乳餵哺有助降低夭折率,可惜其重要性往往被忽視。全球哺乳率於過去二十年都低於百分之四十。近年,有些位於東亞及太平洋區國家就錄得母乳餵養嬰幼兒數字下降的情況。

有多少孩子 徘徊在死之邊緣? How many children are dying?

690萬 Million

在 2011 年共有 690 萬 五歲以下兒童死亡 6.9 million children under five died in 2011

二零一三年正是提倡母乳餵哺與生命攸關的關鍵性時刻。今年英國於全球八大工業國 G8 高峰會以「饑荒」為重要議題,加上愛爾蘭作為歐盟主席及 SUN (Scaling Up Nutrition) 等活動亦以「糧食營養」為課題,呼籲世界各國訂定未來計劃,加強保護、推廣及支持母乳餵哺,為逐步減低兒童死亡率提供了良好機遇。

提升母乳餵哺率不僅令嬰孩及母親受惠,對家庭及社會亦有所裨益。透過各持分者的通力合作及盡其責任,便可進一步將全球可預防性兒童死亡率及慢性疾病減低。

15倍 Times

相對於用純母乳餵哺六個月的 嬰兒,沒有被餵哺母乳的孩子, 因感染肺炎及腹瀉而死亡的機會, 分別高出 15 倍及 11 倍。 Infants who are not breastfed are 15 times more likely to die from pneumonia and 11 times more likely to die of diarrhoea than those who are exclusively breastfed for the first six months of life. The report, "SUPERFOOD FOR BABIES – How overcoming barriers to breastfeeding will save children's lives", published by Save the Children in 2013, detailed four major barriers to breastfeeding and made recommendations to overcome these barriers to improve the breastfeeding rate and help reduce child mortality.

The report pointed out that there has been huge progress in reducing global child morality over the last two decades. World attention should be directed to the eradication of preventable child deaths as it is nearing a tipping point. Globally, around nearly one-third of child deaths are attributable to malnutrition. It is unfortunate that a larger proportion of the deaths occur within the first month of life. The report also pointed out that breastfeeding can lower the risk of childhood diseases. Breastmilk is a superfood as around one in eight child deaths each year could be prevented through breastfeeding, making it the most effective public health measure. Although breastfeeding can lower child mortality, its importance is often neglected. Global rates of breastfeeding have remained below 40% over the past 20 years and in some East-Asian and Pacific countries, the

number of breastfed children is decreasing in recent years.

The year 2013 is the crucial time for promoting the vital role of breastfeeding. UK as the host is putting "hunger" as an important issue at the G8 Summit. In addition, Ireland which is holding the European Union (EU) presidency and Scaling Up Nutrition (SUN) are both focusing on nutrition. It is important that each country include in its plans protection, promotion and support of breastfeeding. The opportunity to accelerate the progress of reducing child mortality should not be missed.

Increasing the breastfeeding rate is not only beneficial to children and mothers, but also the family and society. With the cooperation of stakeholders and fulfillment of their responsibilities, preventable child mortality and chronic diseases can be further reduced globally.



資料來源 / Source of Information: FOR BABIES—How overcoming barriers to breastfeeding will save children's lives, Save the Children, February 2013

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愛嬰醫院運動是聯合國兒童基金致力推動、保護及支持母乳餵哺的全球性運動。

Baby Friendly Hospital Initiative (BFHI) is an UNICEF initiative to promote, protect and support breastfeeding.