

World Breastfeeding Trends Initiative (WBTi)

Indicator: **BFHI**

Name: Patricia Ip

Country: Hong Kong

Special Administrative Region
(HKSAR)

Gaps detected for the indicator **BFHI** from the last assessment



Last assessment: 2012

No accredited Baby Friendly Hospital in HKSAR

Recommendations for the indicator **BFHI**

Dept of Health collects from all maternity services:
Breastfeeding Rate on discharge from hospitals
(85.8% in 2012)

Recommend:

Collect Exclusive Breastfeeding Rate

(2012: 8 Public hospitals: 14 – 56%

6/10 Private Hospitals: 0-95%)

Make “Baby Friendly” a standard for hospitals
(UNICEF/BFHIHKA make preparations to be the
accreditation body)

Action Taken for the indicator **BFHI** / Plan of Action



1. 2010 – discontinued free supplies of Breastmilk Substitutes in Public and in 2012, in Private Hospitals
2. 2010 – Task Force to draft HK Code of Marketing
3. 2013 – Public consultation on draft Code
Consensus – Needs more than the Code to protect and support breastfeeding
4. UNICEF/BFHIHKA – announced designation procedures for Baby Friendly Hospitals
1st public hospital started application process
5. 2014: Dept of Health will collect
Exclusive Breastfeeding Rate from ALL hospitals