
BFHI Implementation in Hong Kong At Public Hospitals

Sze Ki WONG

Chairman of Breastfeeding Promotion Subcommittee,
Hospital Authority, HKSAR

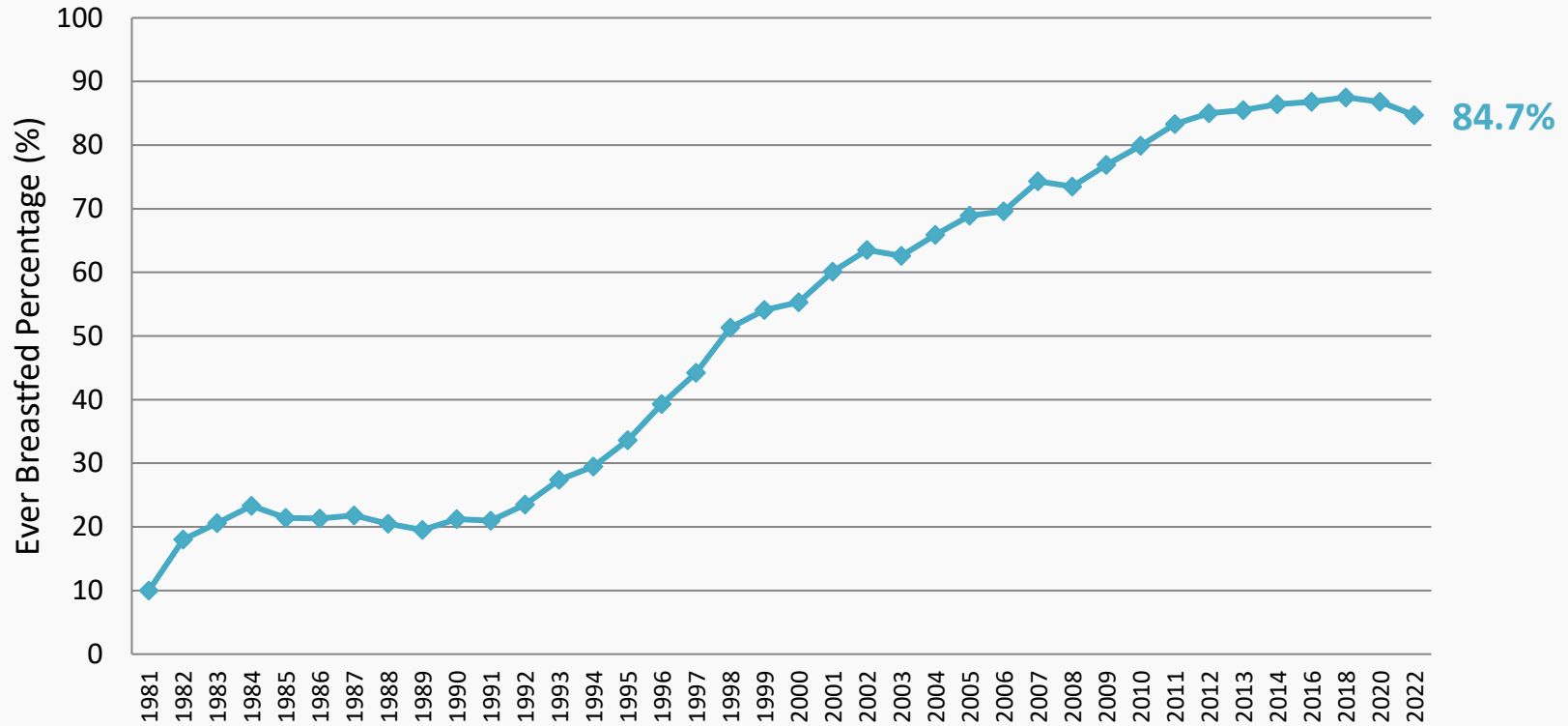
Live Births in HK and Hospital Authority 2016-2023

Year	Live Birth HK*	Live Births in 8 HA hospitals	Change
2016	60,846	40,769	
2017	56,548	37,879	-2890 (-7.1%)
2018	53,716	35,619	-2260 (-6.0%)
2019	52,856	34,240	-1379 (-3.9%)
2020	43,031 (-9825, -18.6%)	26,879	-7,361 (-21.5%)
2021	36953 (-6037, -14.0%)	23,391	-3488 (-12.9%)
2022	32950 (-4003, -10.8%)	19,733	-3658 (-15.6%)
2023	33288 ^P (+338, +1.0%)	20741	+1008 (+5.1%)

* Source: HK Census and Statistics Department

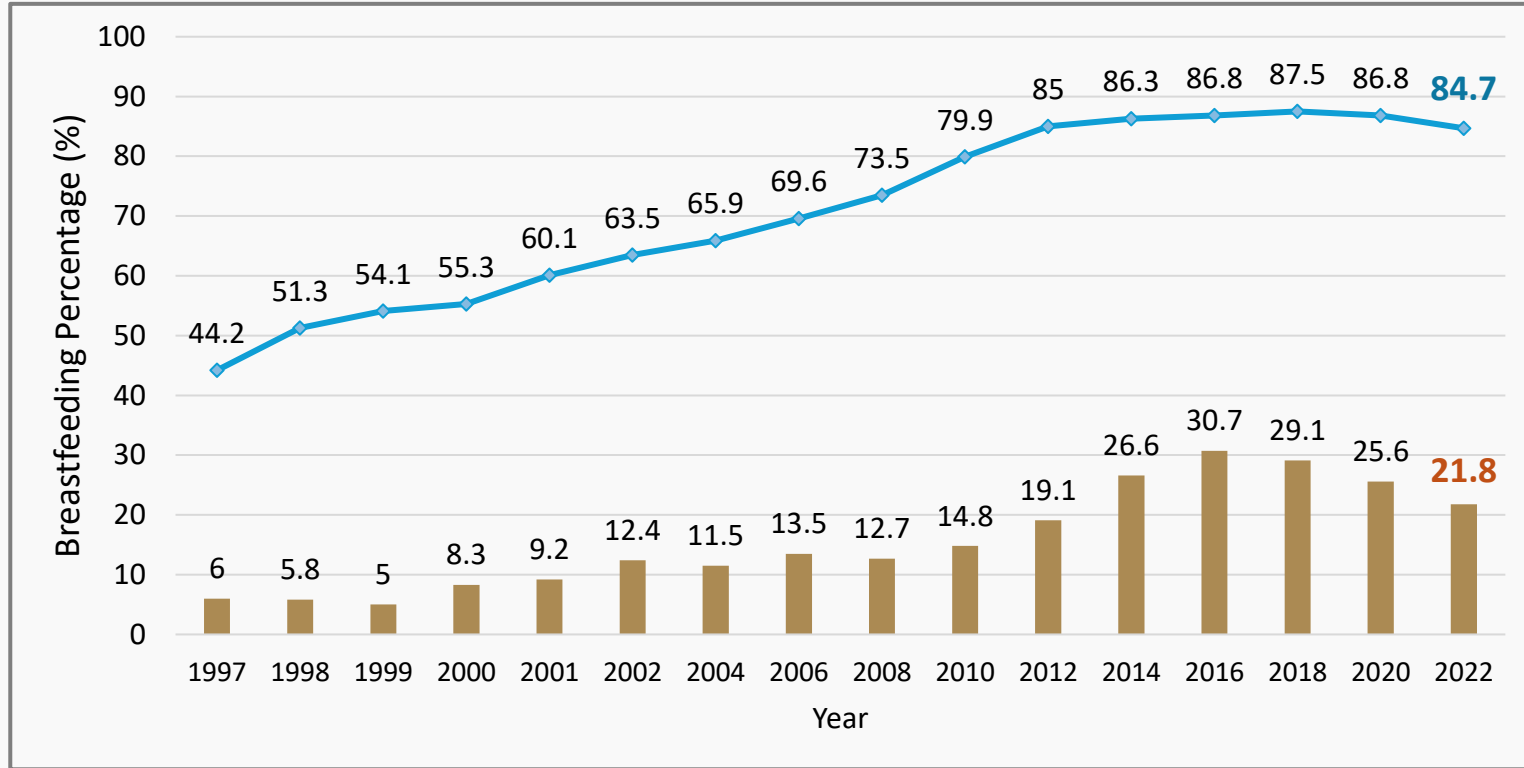
^P Provisional figure from HKCSD

Percentages of Newborns Ever Breastfed on Discharge from Hospitals Hong Kong, 1981-2022



Source: Regular reports from all maternity units in public and private hospitals in Hong Kong & BF Survey FHS, DH

Breastfeeding Rates on Discharge, 1997-2022



Source: Regular reports from all maternity units in public and private hospitals in Hong Kong & BF Survey FHS, DH

Baby Friendly Hospital Initiatives (BFHI)

- Global initiative of the WHO & UNICEF launched in 1991
- Aims to give every baby the **best start in life**:
 - by creating a health care environment that supports breastfeeding as a norm
- Includes a **global assessment & accreditation** scheme



Aim of BFHI

- To implement the “Ten Steps to Successful Breastfeeding”
- Comply with International Code of Marketing of Breastmilk Substitutes (the Code)



Step 1

Critical Management Procedures

- 1a. Comply fully with the International Code of Marketing of Breast-milk Substitutes & relevant World Health Assembly resolutions
- 1b. Have a written infant feeding policy that is routinely communicated to staff and parents
- 1c. Establish ongoing monitoring & data-management systems

Queen Elizabeth Hospital Policy On Breastfeeding (Summary), 2022

Queen Elizabeth Hospital firmly believes that breastfeeding offers enormous and irreplaceable health benefits to both mothers and children. We actively initiate and implement mother and baby friendly services for their health benefits.

1. QEH has a written breastfeeding policy that is routinely communicated to all health care staff and parents.
2. All health care staff involved with implementing the Policy will be trained with the requisite knowledge, skills and competence.
3. All pregnant women and their families will be discussed on of the benefits and management of breastfeeding.
4. The Hospital will help mothers start skin-to-skin contact and initiate breastfeeding with their babies immediate after birth.
5. Mothers will be supported in how to breastfeed, maintain lactation and manage common difficulties.
6. Newborn infants will be fed breastmilk only. Other food or drink will be given only if medically indicated.
7. QEH practices 24 hours a day rooming-in of mothers and their infants.
8. QEH encourages responsive breastfeeding.
9. Mothers will be counselled on the use and risks of feeding bottles, teats and pacifiers.
10. QEH provides discharge support, and refers mothers and their infants for ongoing support and care in the community.
11. QEH will fully support mothers who made the informed decision not to breastfeed.
12. QEH practices the "International Code of Marketing of Breastmilk Substitutes" and subsequent relevant resolutions of the World Health Assembly.
13. QEH supports mother-friendly childbirth practices and procedures.
14. QEH supports mothers to breastfeed at a place of their choice.
15. QEH supports employees to continue breastfeeding after returning to work.

伊利沙伯醫院堅信母乳餵哺對母親和兒童的健康都有無可比擬的好處，我們積極倡導推行優化照顧母嬰健康的護理服務。

1. 定期向所有醫護人員及家長公佈和傳達醫院訂立的母乳餵哺政策。
2. 為所有執行此政策的醫護人員提供需要的知識、技術及能力培訓。
3. 為所有孕婦及其家人提供資訊，以認識母乳餵哺的重要性及正確的餵哺方法。
4. 協助母親於產後即時與嬰兒肌膚接觸。
5. 教導母親哺乳的技巧，持續泌乳及處理常見問題。
6. 只會以母乳餵哺初生嬰兒，除非因醫療需要才會給其他食物或飲料。
7. 實踐「母嬰同室」，讓母親與嬰兒二十四小時共聚。
8. 鼓勵母親按嬰兒的需要餵哺。
9. 輔導母親有關奶瓶、奶咀及安撫奶咀的使用風險。
10. 院方提供出院後支援，並轉介母親到社區作適時持續支援與跟進。
11. 盡力支援在知情下選擇不餵哺母乳的母親。
12. 遵行世界衛生組織所訂的「國際母乳代用品銷售守則」。
13. 支持實踐「母親友善」的分娩程序和措施。
14. 支援母親在她們選擇的地方餵哺嬰兒。
15. 支援員工在產假復職後持續授乳。

Staff Training



Self Learning Kit on Breastfeeding for Health Professionals

Self Learning Kit on Breastfeeding for Health Professionals produced by DH
(including the Supplementary Chapter on Mother Friendly Childbirth Care & Breastfeeding jointly produced by SEHK, HKSA and Q&G Dept of KOWH)

WCH 182-01
KOWH 2.0



Step 3



2020 Version

Love Starts from Breastfeeding...

Department of Health
衛生局
母乳與母乳儲存
Breastfeeding & Breast Milk Storage
母乳與母乳儲存

母乳餵哺及相關資訊
Breastfeeding & related resources
二維碼索引 QR Code Index

Department of Health

餵哺孩子 由你作主
(組合套裝)
How To Feed Your Baby It's Your (Informed) Decision (Combo Set)

中文 英文
<https://hs.fhs.gov.hk/hs2m6>

愛 - 從母乳開始...
Love, Starts from Breastfeeding...

中文 英文
<https://hs.fhs.gov.hk/hs2m6/2>

嚮往安全
甜子無憂
Safe Sleep Sweet Dream

中文 英文
<https://hs.fhs.gov.hk/2m66>

給寶貴一個
安全環境
Providing a Safe Environment for your Baby

中文 英文
<https://hs.fhs.gov.hk/5r50>

母乳餵哺
指南資訊
Breastfeeding Audio-Visual Resources

中文 英文
<https://hs.fhs.gov.hk/hs2m5x>

僱主指引 -
實施「母乳餵哺
友善工作間」
Employer's Guide
- to Establishing
Breastfeeding
Friendly
Workplaces

中文 英文
<https://hs.fhs.gov.hk/hs2m09>

婦女及哺乳
期間的健康飲食
Healthy Eating
During
Pregnancy and
Breastfeeding

中文 英文
<https://hs.fhs.gov.hk/hs2m66-1>

你攝取足夠
碘嗎?
Do you have
adequate
Iodine?

中文 英文
<https://hs.fhs.gov.hk/771at>

僱員指引 -
母乳餵哺與
工作
An Employee's
Guide -
to Combining
Breastfeeding
with Work

中文 英文
<https://hs.fhs.gov.hk/hs2m5y>

實施「母乳
餵哺友善
工作間」
Guide to
Establishing
Breastfeeding
Friendly
Premises

中文 英文
<https://hs.fhs.gov.hk/hs2m0c>

家長資訊 -
維生素D
Parent
Information:
Vitamin D

中文 英文
<https://hs.fhs.gov.hk/hs2m5ga>

「母乳資訊」
附屬突擊計劃
(Cantonese
version only)
附屬突擊計劃
6116 8889

中文
<https://hs.fhs.gov.hk/hs2m690a>

哺乳錦囊
Breastfeeding Tips

醫院管理局母乳餵哺推廣小組
Hospital Authority
Breastfeeding Promotion Subcommittee

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Antenatal Preparation

- Informed about the benefits and management of breastfeeding
- Responsive feeding
- Keys to successful breastfeeding
- Hold baby model to practice breastfeeding positioning
- Discuss birth plan at 35 weeks
- Develop a close and loving relationship

Mother-Friendly Childbirth

- Birth companion of her own choice
- Free to move & choice of birth position
- To drink and eat light food during labour
- Promote the use of non-pharmacological pain relief methods
- Avoid un-conducive procedure



Step 4



Step 5 & 6



Colostrum (Breast Milk) Oral Care In the Neonatal Unit

What is Colostrum Oral Care?

- When your baby is not yet ready for oral feeds...
- Your baby's mouth will be cleaned with a swab soaked with fresh colostrum (breast milk).
- Colostrum is then absorbed through the oral mucosa. No swallowing of milk is needed. This provides a favorable oral experience for the babies as they are not yet ready for breastfeeding.
- Fresh colostrum or breast milk obtained in the first week will be used for oral care.

Breastmilk feeding
The importance of human milk is globally recognized. The sick and preterm infants who begin their life in the neonatal unit will benefit most from receiving their mothers' milk. There is no other medication can replace.




伊利沙伯醫院
Queen Elizabeth Hospital

袋鼠媽媽抱式護理

什麼是親子袋鼠抱？
袋鼠抱是針對早產兒所研發出來的護理模式，讓母親將寶寶擁抱在胸前，藉著由肌膚緊密的接觸，讓寶寶感受到母親的心跳、呼吸聲和熟悉母親的味道，讓早產兒能在父母的擁抱及體溫中成長。

什麼時候可進行親子袋鼠抱？
當寶寶的體溫指數穩定，無吸入性胎糞等情況，就可以進行袋鼠抱，每次可以持續約四到一小時。




伊利沙伯醫院
Queen Elizabeth Hospital



Step 7, 8 & 9



嬰兒肚餓的信號 Baby feeding cues (signs)

我餓了！ Early Cues - "I'm Hungry"

 翻滾欲動 Stirring	 嘴脣嘔出 Mouth opening	 轉頭、扭身 Turning head, seeking / rooting
---	--	---

我餓餓了！ Mid Cues - "I'm really hungry"

 伸展手臂 Stretching	 手舞足蹈 Increasing physical movement	 伸手入口 Hand to mouth
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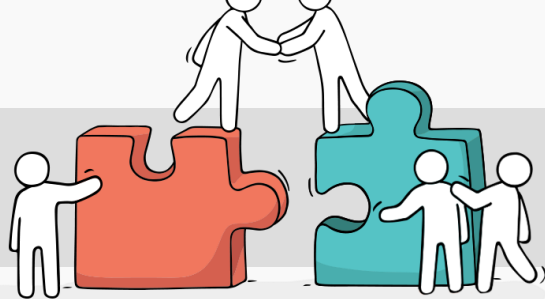
我餓壞了！ 先安頓我，然後餵我！ Late Cues - "Calm me, then feed me!"

 大哭哭鬧 Crying	 煩躁扭動 Agitated body movements	 臉唇發紅 Colour turning red
---	--	---

先安撫，追餵奶：
Time to calm crying baby

- 抱入懷中 Cuddling
- 輕聲說話 Calm-to-soft on chest
- 輕拍背部 Talking
- 輕撫頭髮 Stroking





Step 10



Kwong Wah Hospital
廣華醫院



Pamela Youde Nethersole Eastern Hospital
東區尤德夫人那打素醫院



Prince of Wales Hospital
威爾斯親王醫院



Princess Margaret Hospital
瑪嘉烈醫院



Queen Elizabeth Hospital
伊利沙伯醫院



Queen Mary Hospital
瑪麗醫院



Tuen Mun Hospital
屯門醫院

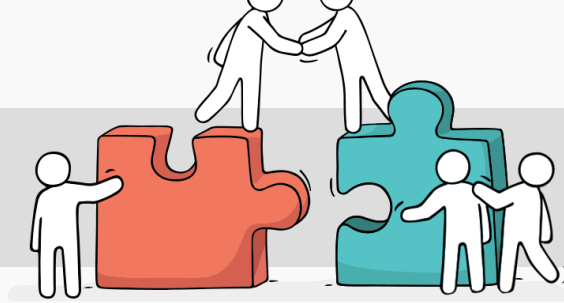


United Christian Hospital
基督教聯合醫院



Hospital Authority

Department of Health



Professional Lactation Support Resources

中文

Supported by **unicef**

Baby Friendly Hospital Initiative
Hong Kong Association
愛嬰醫院香港協會

Home About Us Photo Gallery Publication and Resources E-Newsletter More Contact Us Donate

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

Peer Support Resources

母乳餵哺朋輩支援

與你同行，更知你心

#母乳GPS
Breastfeeding
導航母乳支援場所
尋找母乳轉運點
Hong Kong with #GPS
立即免費下載！
QR Code

自然育兒網絡
Natural Parenting Network

香港母乳育嬰協會

Facebook Instagram YouTube WhatsApp

Creating a Hospital Environment that Supports Breastfeeding

Policy & Education Materials

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伊利沙伯醫院深信母乳哺育對母親和兒童的健康都有無可比擬的好處，我們積極推行促進母乳哺育健康的護理服務。

1. 定期向所有醫護人員普及其負責的醫療保健醫院訂立的母乳哺育政策。
2. 為所有執行此政策的醫護人員提供必要的知識、技術及能力培訓。
3. 為所有孕婦及其家人提供資訊，以認識母乳哺育的重要性和正確的餵哺方法。
4. 協助母親於產後即時與嬰兒肌膚接觸。
5. 教導母親哺乳的技巧，持續全乳哺育嬰兒。
6. 只會以母乳哺育嬰兒，除非有醫療需要才會給其他食物或飲料。
7. 實踐「母乳回家」，讓母親與嬰兒二十四小時共處。
8. 鼓勵母親按嬰兒的需要餵哺。
9. 輔導母親有關奶瓶、奶咀及安撫奶咀的使用風險。
10. 院方提供出院後支援，並將母親與嬰兒在留院時持續支持視作服務目標。
11. 遵力支持在知下選擇「不同餵哺母乳的母親」。
12. 遵行世界衛生組織所訂的「國際母乳代用品銷售守則」。
13. 支持實踐「母乳友善」的分娩程序及設施。
14. 支援母親在她們選擇的地方餵哺嬰兒。
15. 支援員工在產後繼續支持餵哺母乳。

伊利沙伯醫院母乳哺育政策 2022

母乳餵哺多面睇

寶寶吃初乳夠嗎？

為什麼「上奶」在第三天？

- 懷孕中後期，乳房已製造初乳。
- 高熱天，乳房已將足量的初乳製造出來。
- 生產後，當乳房開始「發脹」，下降。
- 奶量會變少，「催乳素」上升。
- 高齡 50-70小時，催乳素上升到最高水平，就「上奶」了！

寶寶的第二夜 - '夜哭'

寶寶白天睡得很沉的，晚上卻不停啼哭，

「一把把移過來與我哭！這人的胸不痛嗎？」

躺在媽媽的胸脯既溫暖又安全，聽著媽媽的心跳和聲音，真能使安心入睡。

「這寶寶的痛楚呀？」

沒錯，這是不成熟的腦部受到過度刺激的調節行為。

媽媽常常要留意身體信號，抱他抱他像熊，幫助他適應這個新的世界及學習如何成長。

媽媽們的「夜哭」的現象互不一致。

• 如果媽再需要吃奶，會在媽媽的胸上睡覺，自處從從其也。

「碘」至健康?

衛生署與香港中文大學進行調查研究，結果顯示碘不足和碘過量均對健康造成不良影響。

「碘」 解渴重要?

碘是組成甲状腺素(Tyrosine)的必需成分，攝取足夠碘是合成甲状腺素的重要的及必不可少。碘不足會導致：發育、智力。

「碘」 確保保足夠?

• 懷孕、產後及哺乳的婦女定期服用碘劑。

• 孕婦及哺乳期婦女每日服用碘劑。

• 母乳中碘含量有限，母乳不足時，應服用碘劑。

• 服用碘劑時，應注意服用時間。

• 服用碘劑時，應注意服用劑量。

• 服用碘劑時，應注意服用方法。

如何正確儲存母乳?

母乳是嬰兒最理想的營養品，但如何正確儲存母乳，以確保其品質與安全，是每位母乳哺育媽媽必須了解的事務。

儲存母乳 保潔保質

• 母乳的儲存不應超過以下時間表。

• 母乳的儲存不應超過以下時間表。

• 母乳的儲存不應超過以下時間表。

清潔標示

• 每次取用前，應先洗手。

• 每次取用前，應先洗手。

• 每次取用前，應先洗手。

邁向成功餵哺母乳7部曲

「母乳哺育」是寶寶最理想的營養品。

生產前

• 母乳哺育的好處。

• 母乳哺育的好處。

• 母乳哺育的好處。

產後前

• 母乳哺育的好處。

• 母乳哺育的好處。

• 母乳哺育的好處。

產後

• 母乳哺育的好處。

• 母乳哺育的好處。

• 母乳哺育的好處。

袋鼠式護理 Kangaroo Care

「袋鼠熊」心在新生嬰兒
 袋中依偎，以溫暖觸感
 給親愛的寶貝最好的禮物
 Kangaroo Care is the
 wonderful gift that parents
 can give to their beloved
 babies in NICU/SCBU

袋熊式護理

Kangaroo Mother Care

- 維持體溫，穩定心跳和呼吸
Regulate body temperature, heart rate & breathing.
- 有助成長，體重增加和促進腦部發展
Enhance growth, weight gain & brain development.
- 促進親子關係，降低焦慮及父母的壓力
Promote bonding and reduce stress of babies & parents.
- 提升母乳量，幫助達成全母乳餵哺
Promote milk production, help to achieve exclusive breastfeeding.

建立親子關係，增加寶寶安全感
Promote bonding, increase baby's sense of security.

適時回應寶寶需要
Respond to baby's needs accordingly.

能更有效地溝通，建立互信的關係
Can breastfeed responsively, enhance milk supply.

減少感染機會
Reduce chance of infection.

全日 24h 母嬰同室 24-hour Rooming-in

避免用奶嘴/安撫奶嘴

Avoid Teat/Pacifier to Breastfed babies

用小杯餵奶
Use cup feeding

- 避免吸乳混淆
Avoid sucking confusion
- 買賣主理優良奶嘴
Baby controls the pace of feeding
- 容易清潔，減少感染的機會
Easy cleaning, reduce chance of infection
- 減少牙齒咬合問題
Reduce dental malocclusion

家人支持餵哺母乳

All Support Breastfeeding

你可以YOU can

- 發揮創意，備數種，令大太更輕鬆，容易餵奶
Help mum too tired comfortable and relaxed. Be creative and have a sense of humour.
- 協助溝通，分享心得
Help around the house.
- 鼓勵、讚賞、鼓勵，表達關切關心
Listen, Encourage, Praise, Advise.

認識母乳餵哺，給媽媽更大的支持
Learn more about breastfeeding.

協助買賣，分享心得
Help around the house.

鼓勵、讚賞、鼓勵，表達關切關心
Listen, Encourage, Praise, Advise.

Baby needs outlet and hugs from Dad, too.

怎知寶寶吃得夠?

How to know if a baby is getting enough milk?



平均每天餵哺8-12次，吸嘍深而有力
Breastfeed about 8-12 times a day, suckle deeply

小便清澈，次數足夠
Increase urine output day-by-day, color is clear

體重除首幾天的生理性減少(俗稱「收水」)，之後會逐漸增加。
Except the natural weight loss in the first few days, baby gains weight steadily

第1天 Day 1	第2天 Day 2	第3天 Day 3	第4天 Day 4	第5天及之後 Day 5 onwards
「按嬰兒反應餵哺」，每天約8-12次。 Feed responsively, about 8-12 feeds a day				
小量：至少一至二片 At least 1-2 (wet nappies)	至少三至四片，較濕 At least 3-4 (more wet)	至少五至六片，非常濕，淡黃色及清潤 At least 5-6 (heavy, wet & pale yellow color urine)	至少一至二片，黑色或黑綠色 At least 1-2, Black or Black green	至少二片，深綠色、棕色、或黃色 At least 2, Dark Green, Brown, or Yellow



母乳 Breastmilk

is crucial for preterm and sick babies
 對早產及患病寶寶極重要

- 早產媽媽的乳汁有更多抗體
Tailor-made, has more antibodies in preterm breastmilk
- 提供完整的營養及唯一的保護
Provides complete nutrients and protect from infections



- 促進腦部及其他器官發育
Enhances brain and other organs' development
- 最適合幼嫩的腸道及腎臟
Best for digestive and renal system



餵奶正確 扶抱姿勢和含乳

Correct Breastfeeding Position and Attachment

1. 正確姿勢 - 媽媽應以坐或半坐位
Correct posture - Mom should be in a sitting or semi-sitting position

2. 扶抱姿勢 - 媽媽應以手托住宝宝的头部和颈部
Supporting posture - Mom should support baby's head and neck

3. 含乳 - 宝宝的嘴巴应张大，含住大部分乳头及乳晕
Attachment - Baby's mouth should be wide open, latching onto most of the areola

4. 有效吸吮 - 宝宝的吸吮应有节奏，并能听到吞咽声
Effective suckling - Baby's suckling should be rhythmic with audible swallowing

用手擠奶的方法

Hand expression technique

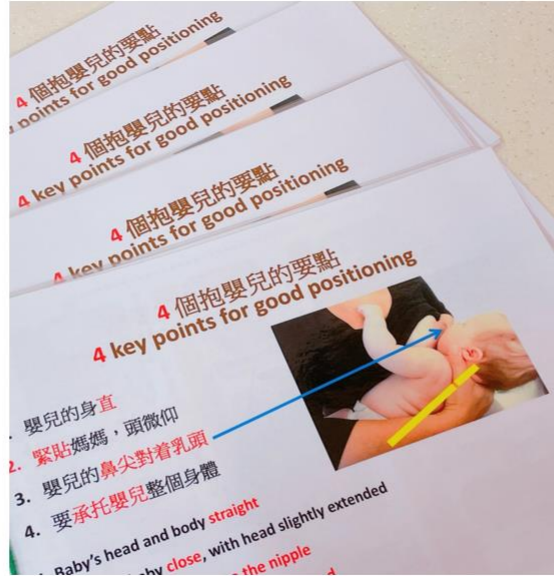
1. 洗手 - 擠奶前，應先洗手
Wash hands - Before expressing, wash hands

2. 擠奶 - 用大拇指和食指，輕輕地擠壓乳房的乳暈
Express - Use thumb and index finger to gently compress the areola

3. 擠出乳汁 - 乳汁應能自然流出，或滴入杯中
Milk comes out - Milk should flow naturally or drip into a cup

4. 清潔 - 擠出的乳汁應儲存在乾淨的容器中
Clean - Store expressed milk in a clean container

Dolls and teaching aids: facilitate breastfeeding coaching



Breastfeeding group discussion in antenatal ward



Breastfeeding education videos broadcasting

OLYMPIC
WARMETTE™

Fully utilize the warmth cabinet to enhance baby's warmth during SSC


8 Bath in bed
wipes
For a complete bath
Use warm or cool
Unperfumed

WARNING: HOT
AVERTISSEMENT: CHAUDE

ON
OFF

8

WARNING: HOT
AVERTISSEMENT: CHAUDE

A photograph of a hospital ward with several beds, each separated by pink curtains. The room has a clean, clinical appearance with a tiled ceiling and a polished floor. A large white diamond-shaped graphic is overlaid in the center, containing text. A small number '12' is visible on the ceiling track on the right side.

Dim light during
daytime to
promote rest

Soft music broadcasting to promote relaxation and rest



HA Breastfeeding Friendly Workplace Policy

Breastfeeding Friendly Workplace Policy

Hospital Authority supports the government policy on breastfeeding friendly workplace and encourage HA staff continue breastfeeding upon returning to work after child delivery. The HAHO/ cluster/ hospital management and supervisors are advised to provide an enabling environment to support lactating staff by implementing the below recommended measures.

- a. Provide a private space with a comfortable chair and an electric outlet for operating the breast pump.
- b. Provide refrigerating facilities for safe storage of expressed breastmilk.
- c. Allow lactation breaks for expression of breastmilk up to a year after childbirth e.g. two 30-minute lactation breaks or an hour in total for a working day.

2. Good communication among management, breastfeeding staff and the other colleagues is essential to attain mutual understanding and harmonious coordination. Staff who are expectant/ breastfeeding mothers are advised to communicate with their supervisors in advance to make necessary arrangement if they plan to continue breastfeeding upon returning to work. Lactation breaks will be arranged as far as practicable while maintaining normal operation of services. All colleagues are encouraged to adopt a positive and accepting attitude to

Encourage and facilitate staff to continue breastfeeding when they return to work



Breastfeeding Promotion



九龍中聯網

愛嬰繽紛日

消除差距：為所有人提供母乳哺育支持

日期：2024年11月30日(星期六)
 時間：上午10時至下午3時
 地點：伊利沙伯醫院
 日間醫療中心(新翼)大堂

活動典禮
 中午12時半至下午1時半

費用全免
 歡迎市民參與!

- 專題講座
- 有獎攤位遊戲
- 香港母乳庫簡介
- 現場戲劇演出

查詢電話：中央護理部 梁小姐：3506 4436

HA Breastfeeding Conference



2022



2023 Hospital Authority Breastfeeding Promotion Subcommittee HA Breastfeeding Conference

Program Rundown:

Time	Registration	Speaker
08:45 - 09:00	Registration	
09:00 - 09:15	Opening Speech	Mr Edmund Fan, HO QMS MOPS&RM
09:15 - 10:15	Breastfeeding and skin-skin care for newborn pain management: Evidence, utilisation and where to from here	Professor David Harrison, School of Health Sciences, University of Melbourne
10:15 - 11:15	Mastitis Spectrum	Dr Katrina Mitchell, Babes Twin Cancer Centre, Sunnam Clinic, USA
11:15 - 11:30	Break	
11:30 - 12:30	Effect of feeding modes on the intestinal microbiota of healthy Chinese infants: A prospective observational study	Dr Lok Yee Wan, Kin School of Nursing, HKU
12:30 - 12:45	Discussion Session	
12:45 - 1:00	Launch	
1:00 - 1:45	Vitamin D supplement to breastfed babies	Dr Lo Shing Yan, Robert COB (PAED), NPHI
1:45 - 1:50	Maternal diet and lactation	Ms Lung Ho Sze, Cap NHC, Unimelb
1:50 - 1:54:00	Break	
1:54 - 16:10	Breastfeeding promotion in China	Ms Yu Yuanfang, Magan, Chairman of ILLI, HKU
16:10 - 16:40	Peer support to breastfeeding moms	Ms Tsang Pui Yu, Yasky Co-founder of Parenting Network
16:40 - 16:55	Discussion Session	
16:55 - 17:00	Closing	Ms Wong Sue Ki, NC (Breastfeeding), KCC

Date: 3 November 2023 (Friday)
Time: 09:00 - 17:00
Venue: Lecture Theatre - M/F Hospital Authority Building, 147B Argyle Street, Kowloon.

2023

2024 Hospital Authority Breastfeeding Promotion Subcommittee HA Breastfeeding Conference

Program Rundown:

Time	Registration	Speaker
08:45 - 09:00	Registration	
09:00 - 09:15	Opening Speech	Dr Danny TONG, CMNU/CNE, HOCS
09:15 - 09:45	Implementation skin to skin contact in the NICU: experience in overcoming challenges from Quebec, Canada	Ms Amanda Camacho, Neonatal nurse, IBCLC (Canada)
09:45 - 10:30	Closing the Gap: Support Breastfeeding through BFHI	Ms Christine Lam, APN, HKCH
10:30 - 10:45	Break	
10:45 - 11:45	Fortification of Human Milk	Dr Sarah N. Taylor, MD, MScR, Yale School of Medicine (USA)
11:45 - 12:45	The Power of Human Milk to Help us Build a World without NEC	Ms Jennifer Camasser, MSW, NEC Society (USA)
12:45 - 14:00	Launch	
14:00 - 14:30	Breast Milk Bank Operation: An Overview	Ms Wong Sue Ki, KCC/NC (Breastfeeding), QEJH
14:30 - 15:00	Overview on Benefits of Breast Milk Feeding to Preterm & Sick Babies	Prof Simon LAM, Prof (PAED), PWJH
15:00 - 15:30	Burden of NEC and Impact of Breast Milk Donation in Hong Kong	Dr Rosanna WONG, COB (Paed), HKCH
15:30 - 15:40	Break	
15:40 - 16:10	Donor Human Milk - A Microbiological Perspective	Dr Sally WONG, Coi (Paed), HKCH
16:10 - 16:40	Preserving the Nutritional Integrity of Pasteurized Donor Human Milk	Ms Carmen YEUNG, Dietitian, HKCH
16:40 - 16:55	Discussion Session	
16:55 - 17:00	Closing	Ms Wong Sue Ki, KCC/NC (Breastfeeding), QEJH

Date: 6th Sep. 2024 (Friday)
Time: 09:00 - 17:00
Venue: Zoom / Lecture Theatre, M/F Hospital Authority Building, 147B Argyle Street, Kowloon.

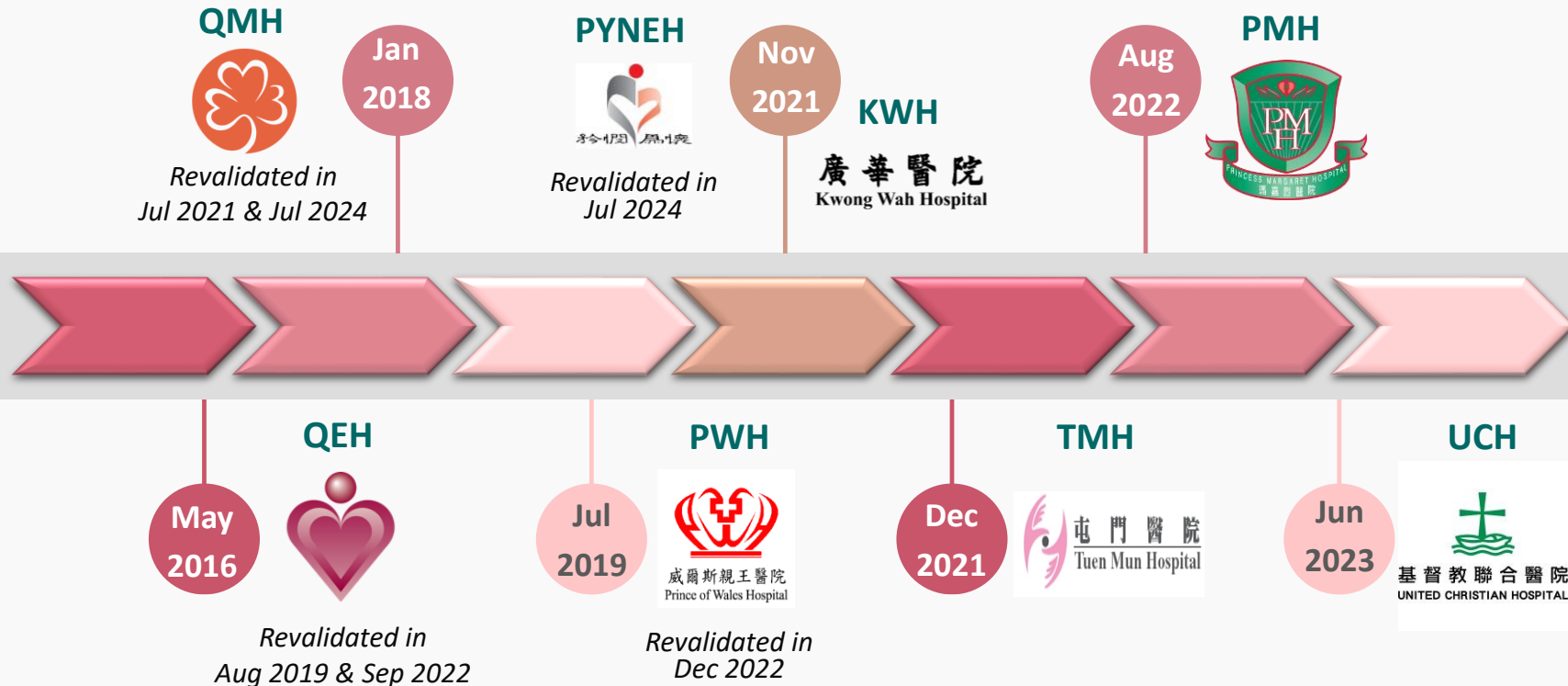
Please log in to register

2024 Postponed to 2025 (Jan 24 & 25)

Join Celebration - World Breastfeeding Week



BFH Accreditation Timeline in HA





瑪嘉烈醫院
2022/2023 傑出團隊



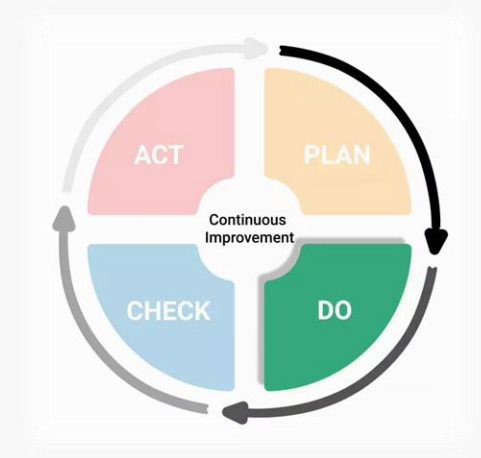
瑪嘉烈醫院 母乳推廣委員會

有賴各部門同事同心協力，在去年八月十一日，瑪嘉烈醫院成功獲得「愛嬰醫院」認證。



BFH Revalidation

- Training
- Regular internal audits
- Uphold standard & strengthen practice
- Document & statistics
- Continuous quality improvement



Regular Internal Audit - 1

Mothers Experiences:

- Breastfeeding
- Non-breastfeeding
- Supplementation to breastfed babies
- Mothers with infants in NNU



BFH Audit Plan 2024

2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Mothers' Experience						✓						✓
Supplementation to Breastfed Babies			✓			✓			✓			✓
Mothers with Baby in NNU						✓						✓
Marketing Code	✓						✓					
Staff Knowledge									✓			
Preparation of Formula Milk									✓			

Regular Internal Audit - 2

Staff:

- Knowledge & skill
- Prepare formula



Others:

- Compliance of the Code

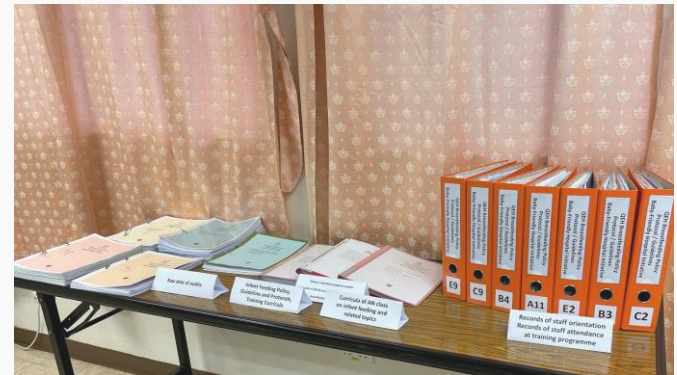
Off shelf



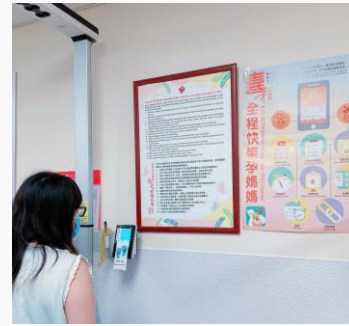
Document & Statistics

Submit every 12 months after BFH Accreditation to BFHIHKA:

- Audit results
- Infant feeding data
- Evidence that breastmilk substitutes are purchased, and the quantity used

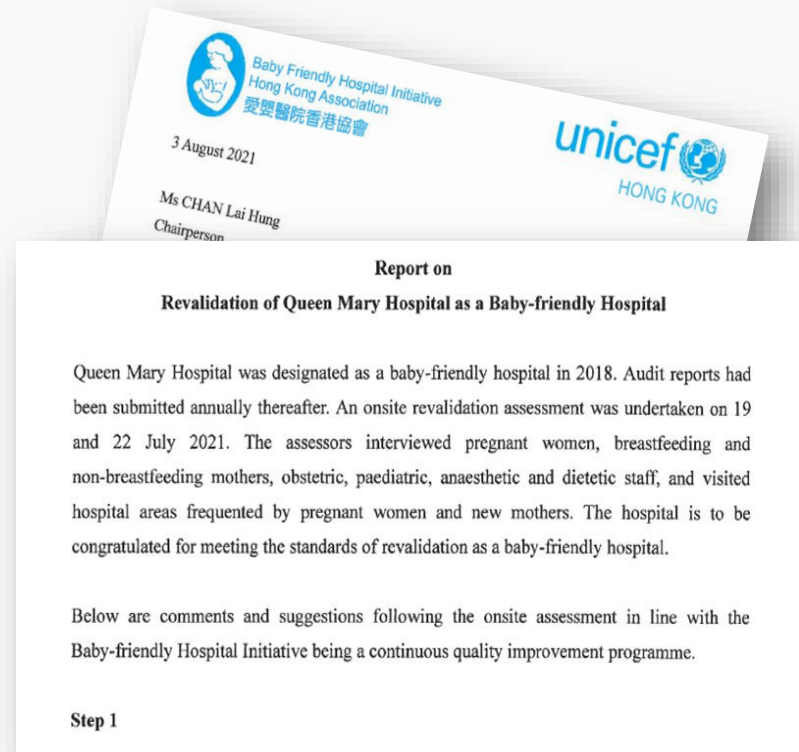


BFH Revalidation



Reports

Report of visit to the hospital with observations on achievements so far and recommendations



Challenges in Breastfeeding Promotion



- Manpower shortage
- Increase high risk cases required intensive care and neonatal unit admission
- Aggressive marketing of breastmilk substitute
- Information/ education delivery

The Way Forward..



 醫院管理局
HOSPITAL
AUTHORITY

 香港兒童醫院
Hong Kong Children's Hospital

香港母乳庫

Hong Kong Breast Milk Bank



捐贈母乳 生命之禮

Donate Breast Milk
Share the Gift of Life

☎ 3513 6688 ✉ hkbmb@ha.org.hk

🌐 www.ha.org.hk/hkch/hkbmb

🕒 上午 9:00 至下午 5:00 (星期六、日及公眾假期休息)
9:00am - 5:00pm (Closed on Sat, Sun & Public Holidays)



HKBMB

Thank You!

