



**Pamela Youde Nethersole Eastern Hospital
Baby-Friendly Hospital Initiative**

Breastfeeding is natural, healthy and best for baby. Breastfeeding provides all babies' essential needs for growth, development and protection from illness and disease. Pamela Youde Nethersole Eastern Hospital promotes 'Baby Friendly Hospital Initiative' and committed to promote, protect, and support breastfeeding. We trust breastmilk is the healthiest and best food for baby. Infant feeding policy was established according to WHO's 'Ten Steps to Successful Breastfeeding' and the "International Code of Marketing of Breastmilk Substitutes". All health care staff has the responsibility to follow the policy to ensure a high standard of care for pregnant women, breastfeeding mothers and their babies.

World Health Organization suggestion
breastfeed exclusively for 6 months and continue breastfeeding with the addition complementary foods for 2 years or beyond

**東區尤德夫人那打素醫院
愛嬰醫院運動**

母乳餵哺對嬰兒來說是最好、最健康及天然的。母乳提供嬰兒生長及發展所需養份，有效增強抵抗力、減少感染和疾病。

東區尤德夫人那打素醫院推行「愛嬰醫院運動」並致力於促進、保護和支持母乳餵哺。我們深信母乳是嬰兒最健康的食物。母乳餵哺政策是根據世界衛生組織的“成功母乳育嬰十項指引”和“國際母乳代用品銷售守則”制定。所有醫護人員有責任遵守政策，以確保孕婦、母乳餵哺期的母親和嬰兒得到高質素的醫療服務。

世界衛生組織的建議

嬰兒最初六個月應以純母乳餵哺，隨後在添加固體食物的同時，母乳餵哺可持續至嬰兒兩歲或以上。



I Love Mom





Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement the policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers to start skin-to-skin contact immediately or within five minutes after birth and initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed and maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk, unless medically indicated.
7. Practice 24 hours rooming-in.
8. Encourage breastfeeding on demand (Baby-led feeding).
9. Give no artificial teats or pacifiers to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to join them upon discharge.

成功母乳育嬰十項指引

1. 定期向所有醫護人員傳達醫院訂立之母乳餵哺政策。
2. 為所有需執行相關政策之醫護人員提供應有的知識及技術培訓。
3. 向所有孕婦提供有關母乳餵哺好處及正確餵哺方法之資訊。
4. 協助母親於產後儘早與嬰兒有肌膚接觸及半小時內開始餵哺母乳。
5. 教導母親哺乳及在母嬰分隔情況下如何維持乳汁分泌。
6. 除醫療需要外，不給予初生嬰兒其他食物或飲料，只應以母乳餵哺。
7. 實施 24 小時母嬰同室。
8. 鼓勵母親按嬰兒之需要餵哺母乳。
9. 不提供奶嘴予母乳餵哺之嬰兒。
10. 促進成立母乳餵哺支援小組，並推介出院母親參與。



I Love Mom





International Code of Marketing of Breastmilk Substitutes

國際母乳代用品銷售守則

1. No advertising of breastmilk substitutes, feeding bottles and teats.
 2. No free samples to mothers.
 3. No promotion of products in or through healthcare facilities.
 4. No company personnel to contact mothers.
 5. No gifts or personal samples to health workers. Health workers should never pass samples on to mothers.
 6. Labels should be in an appropriate language and have no words or pictures idealizing artificial feeding e.g. pictures of infants on the labels.
 7. Information to health workers must be scientific and factual.
 8. All information on artificial infant feeding should clearly explain the benefits of breastfeeding, warn of the costs and hazards associated with artificial feeding.
 9. Unsuitable products, such as sweetened condensed milk should not be promoted for babies.
 10. Manufacturers and distributors should comply with the Code (and all subsequent WHA resolutions) even if governments have not acted to implement it.
1. 禁止所有向公眾推銷母乳代用品、奶瓶及奶嘴之廣告。
 2. 禁止向母親提供相關之免費樣本。
 3. 禁止在醫療機構內推銷相關產品，包括送贈或提供免配方奶粉的優惠。
 4. 禁止供應商向母親推銷相關產品。
 5. 禁止向醫護人員提供禮品或樣本，醫護人員亦不可將此類禮品轉送母親。
 6. 標籤內容應為當地適用之語文，並禁止以文字或圖像將人工餵哺理想化，包括在產品標籤上顯示嬰兒圖片。
 7. 提供予醫護人員的資訊必須合乎科學根據及屬實。
 8. 所有關於人工餵哺的資訊必須闡明母乳餵哺之優越性，並清楚解釋人工餵哺之代價及危害。
 9. 禁止推廣不適合嬰兒之母乳代用品，例如煉奶。
 10. 即使當地政府未有立例執行有關守則，製造和分銷商仍需恪守本守則及世衛大會其後之議決。

