



Hong Kong
Infant and Young Child
Nutrition Association
香港嬰幼兒營養聯會



香港大學民意研究計劃
Public Opinion Programme
The University of Hong Kong

Survey on Infant and Young Child Feeding 母親對嬰幼兒餵哺之意見調查

16 February 2012

Research Objectives

研究目的

- The Hong Kong Infant and Young Child Nutrition Association (the Association) is committed to protect and promote breastfeeding, and to ensure accurate and balanced infant and young child feeding information is made available for parents to make informed choice

香港嬰幼兒營養聯會（聯會）一直致力推廣及保護母乳餵哺，並確保家長獲得準確及平衡的餵哺嬰幼兒資訊，作出知情的選擇

- The study aims to find out ways to promote breastfeeding, and to facilitate parents to make informed choice of infant milk formula (IMF) whenever it is needed

研究旨為推廣母乳餵哺及協助家長於有需要時就選用嬰兒配方奶粉作出知情選擇

HKU Public Opinion Programme

港大民意研究計劃



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Survey on Infant and Young Child Feeding 母親對嬰幼兒餵哺之意見調查

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February 16, 2012

2012年2月16日

Research Background

研究背景

- Objective: To understand the attitudes towards breastfeeding and information about infant milk formula among local mothers of young child
- 研究目的：了解本港嬰幼兒母親以母乳餵哺的時期、經驗及對母乳餵哺的看法
- POP consulted Hong Kong Infant and Young Child Nutrition Association in designing the questionnaire while POP enjoyed full autonomy in fieldwork operation, data collection and data analysis. POP takes full responsibility for all findings reported
- 調查問卷由港大民研計劃諮詢香港嬰幼兒營養聯會後獨立設計，所有操作、數據收集及分析由民研計劃獨立進行，結果亦由民研計劃全面負責

Contact Information

樣本資料

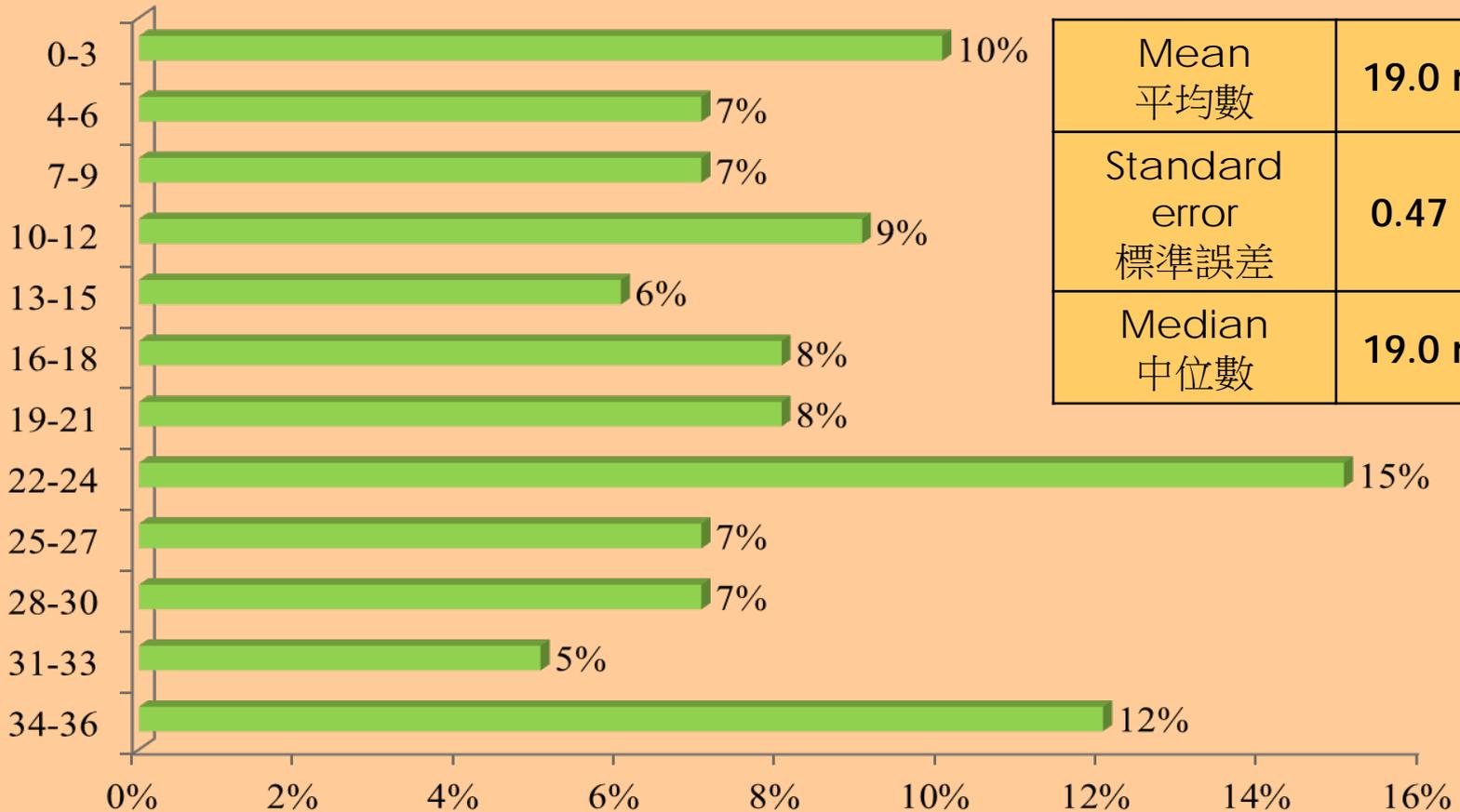
Date of survey 調查日期	: October 10 to November 17, 2011 2011年10月10日至2011年11月17日
Target population 調查對象	: Cantonese speaking women who are raising at least one infant aged 36 months old or younger 操粵語並育有最少一個36個月大或以下嬰幼兒的母親
Survey method 調查方法	: Random telephone interviews by real interviewers 由訪問員直接進行隨機抽樣的電話訪問
Sample size 樣本大小	: 507 successful cases 507個成功個案
Effective response rate有效回應率	: 54.1% (based on the number of eligible target respondents) 54.1% (以合資格受訪對象的數目計算)
Standard error 標準誤差	: Less than 2.2%, ie. the sampling error of percentages shall be not more than +/-4.4% at 95% confidence level 少於2.2%，亦即在95%置信水平下，各個百分比的抽樣誤差為少 於正負4.4個百分比

Survey Findings

調查結果

Age of Infant 嬰兒歲數

Month 月份

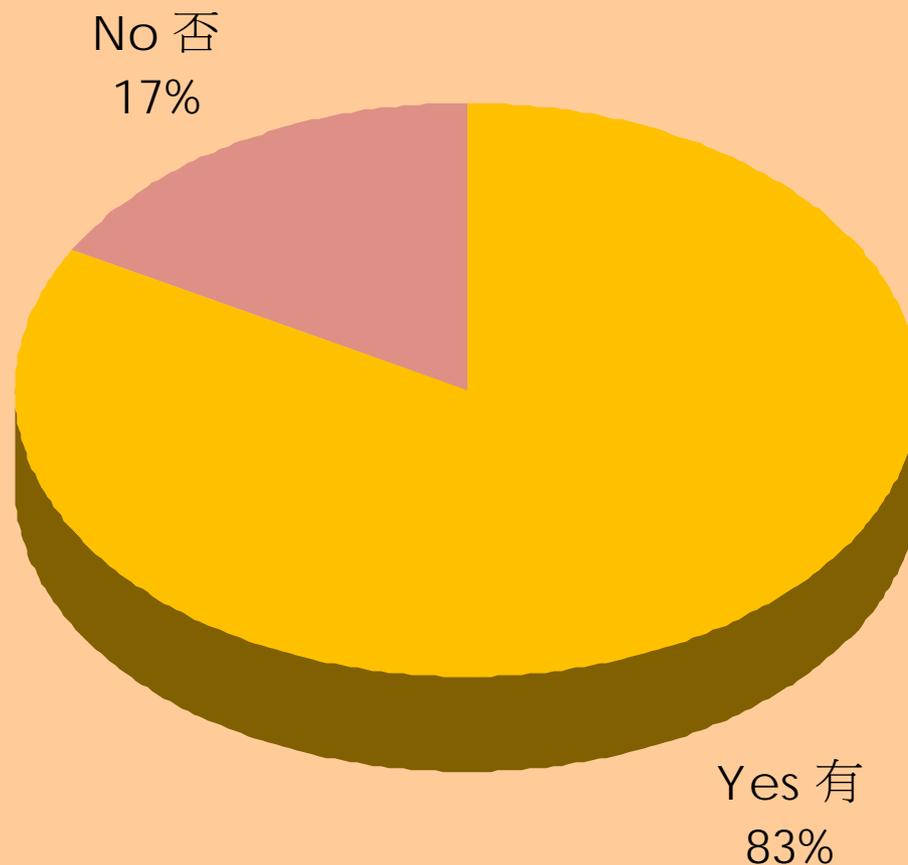


Mean 平均數	19.0 months
Standard error 標準誤差	0.47 month
Median 中位數	19.0 months

(Base = 507)

(基數 = 507)

More than 80% mothers have breastfed their babies 逾八成母親曾經以母乳餵哺



(Base = 507)

(基數 = 507)

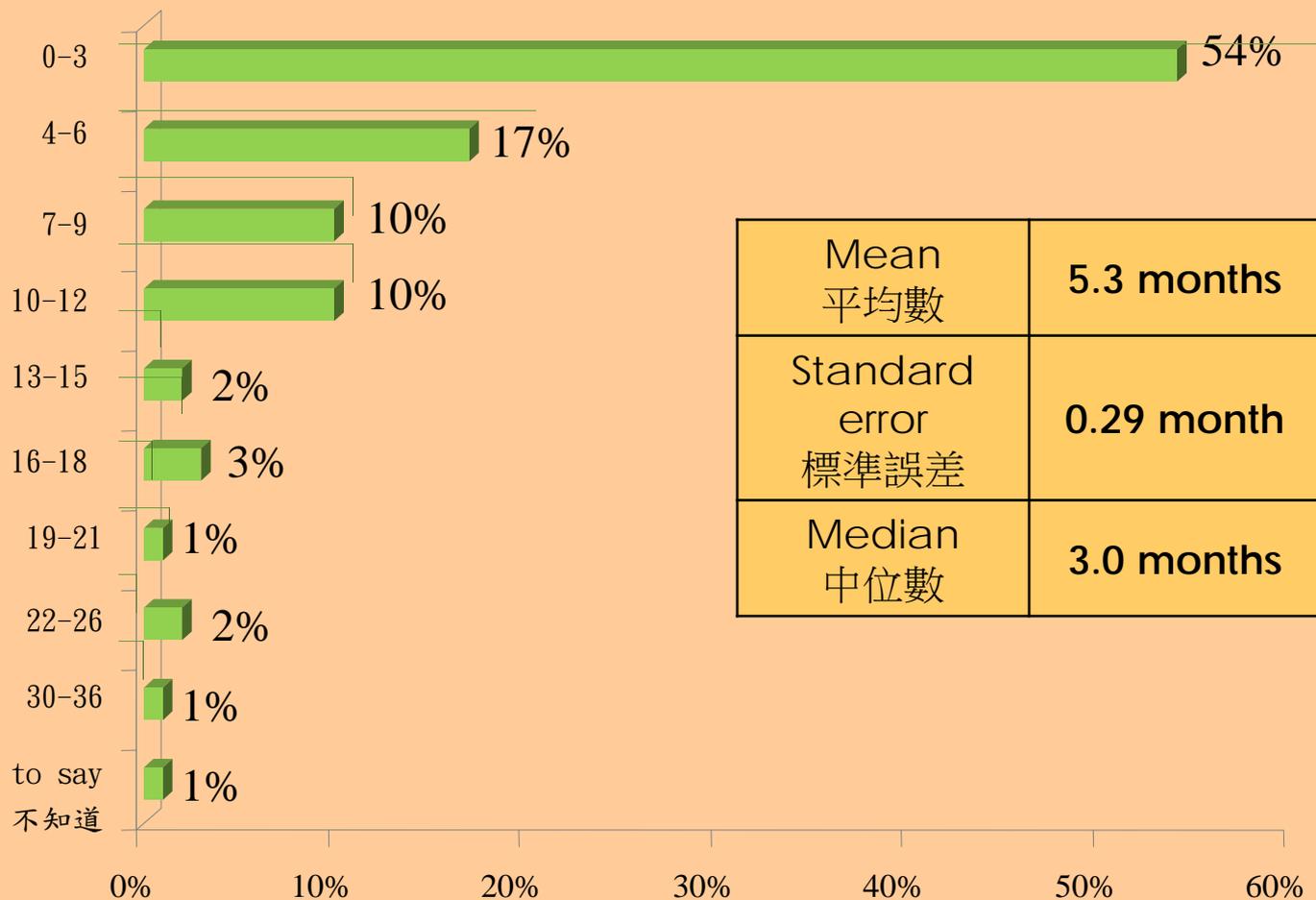
Q2 Have you tried breastfeeding before?

Q2 請問你有冇試過餵哺母乳呢?

Over half of the mothers breastfed their child for 0-3 months and the mean is 5 months

超過一半的受訪母親在嬰兒0-3個月以母乳餵哺，而平均餵哺時間為5個月

Month 月份



(Base = 421)

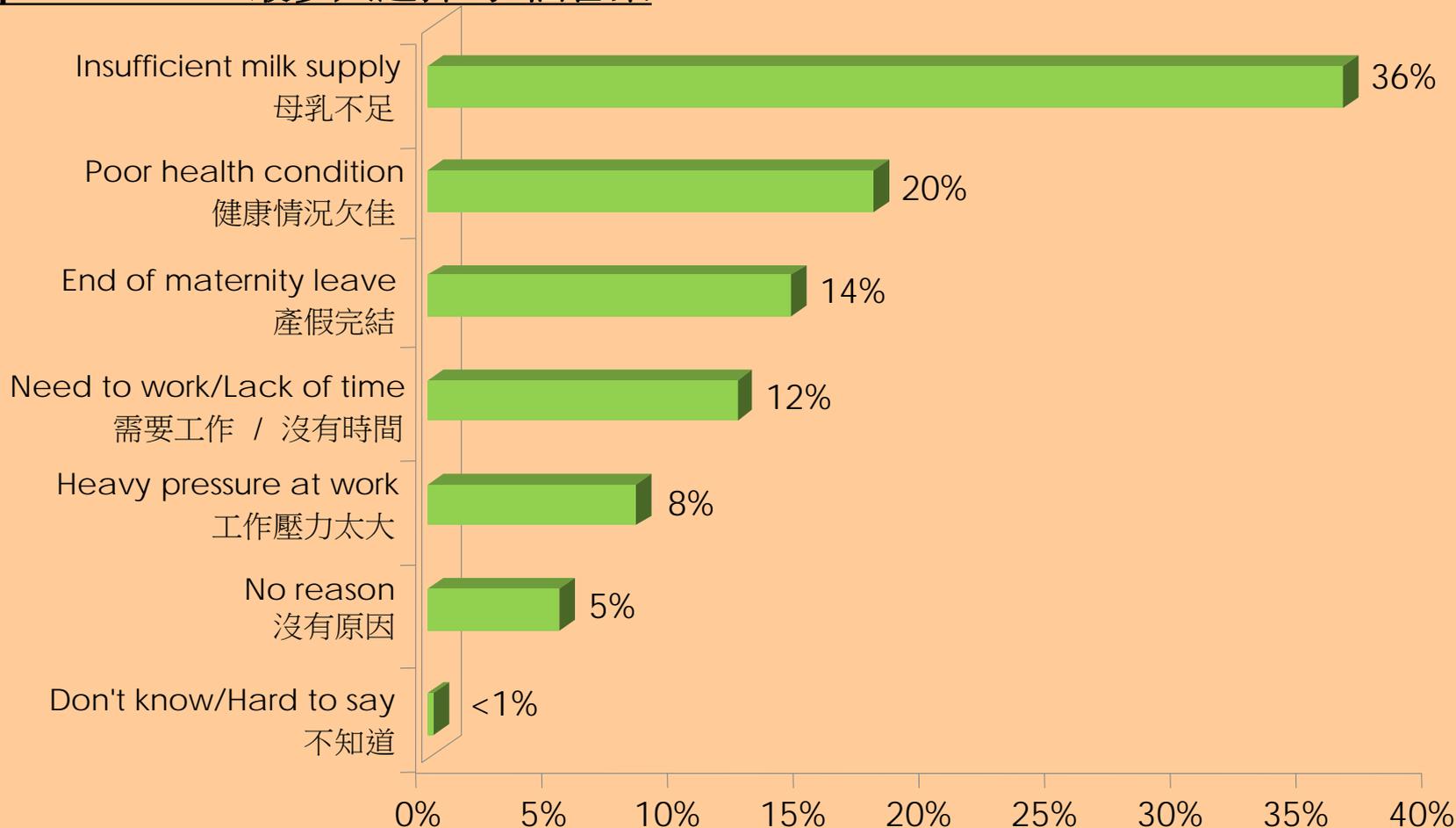
(基數 = 421)

Q3 How long did you breastfeed?

Q3 你餵咗母乳幾耐呢?

Most common hindering factor of breastfeeding : “Insufficient milk supply” 最主要阻礙母乳餵哺的因素：“母乳不足”

Top 5 answers 最多人選擇的5個答案



(Base = 423, do not provide answers, maximum 3 choices)

(基數 = 423, 不讀答案, 最多可選3個答案)

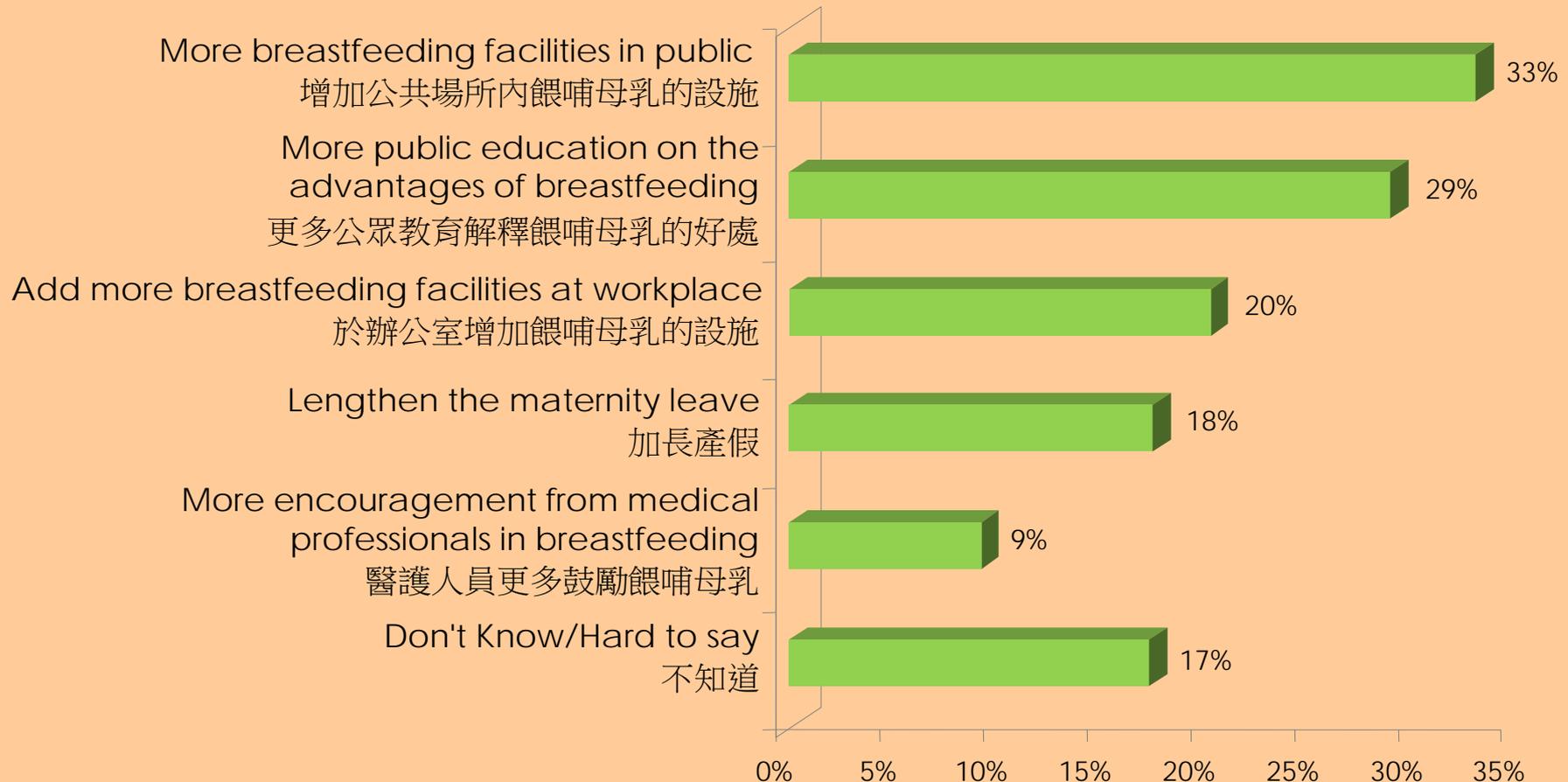
Q4 What is the main factor affecting your decision to stop breastfeeding / of never tried breastfeeding?

Q4 乜嘢原因令你唔再餵哺 / 從來冇嘗試餵哺母乳?

More breastfeeding facilities in public and more public education are in greatest demand

母親要求增加公共場所餵哺母乳設施和更多公眾教育

Top 5 answers 最多人選擇的5個答案



(Base = 507, do not provide answers, maximum 3 choices)

(基數 = 507, 不讀答案, 最多可選3個答案)

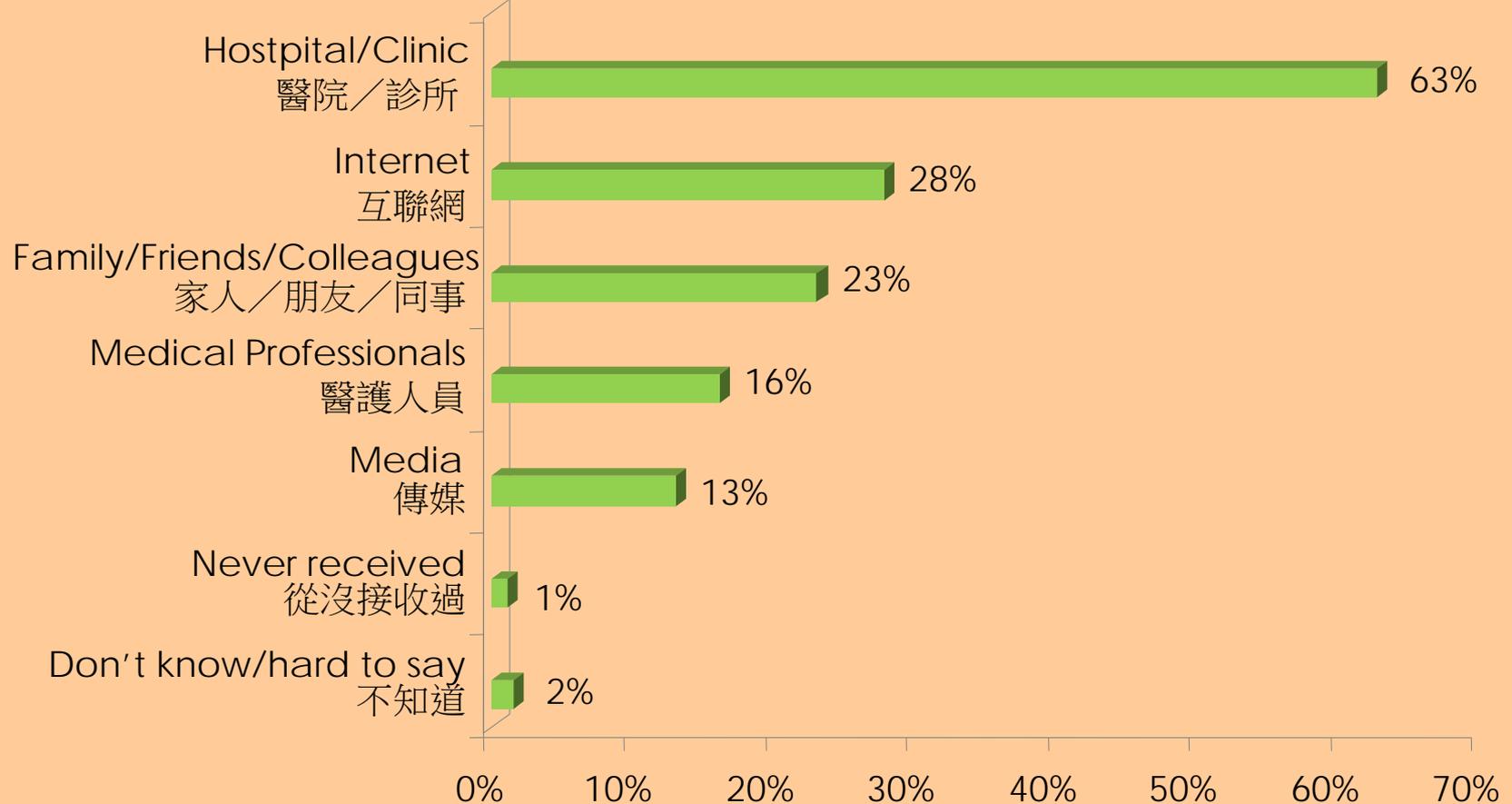
Q5 How do you think would encourage mothers in Hong Kong to breastfeed?

Q5 你認為點樣可以係香港進一步推廣餵哺母乳?

Hospitals/clinics are the most popular channels for receiving information on breastfeeding and infant feeding

醫院/診所是最常接收到母乳餵哺和育嬰資訊的地方

Top 5 answers 最多人選擇的5個答案



(Base=507, do not provide answers, multiple answers allowed)

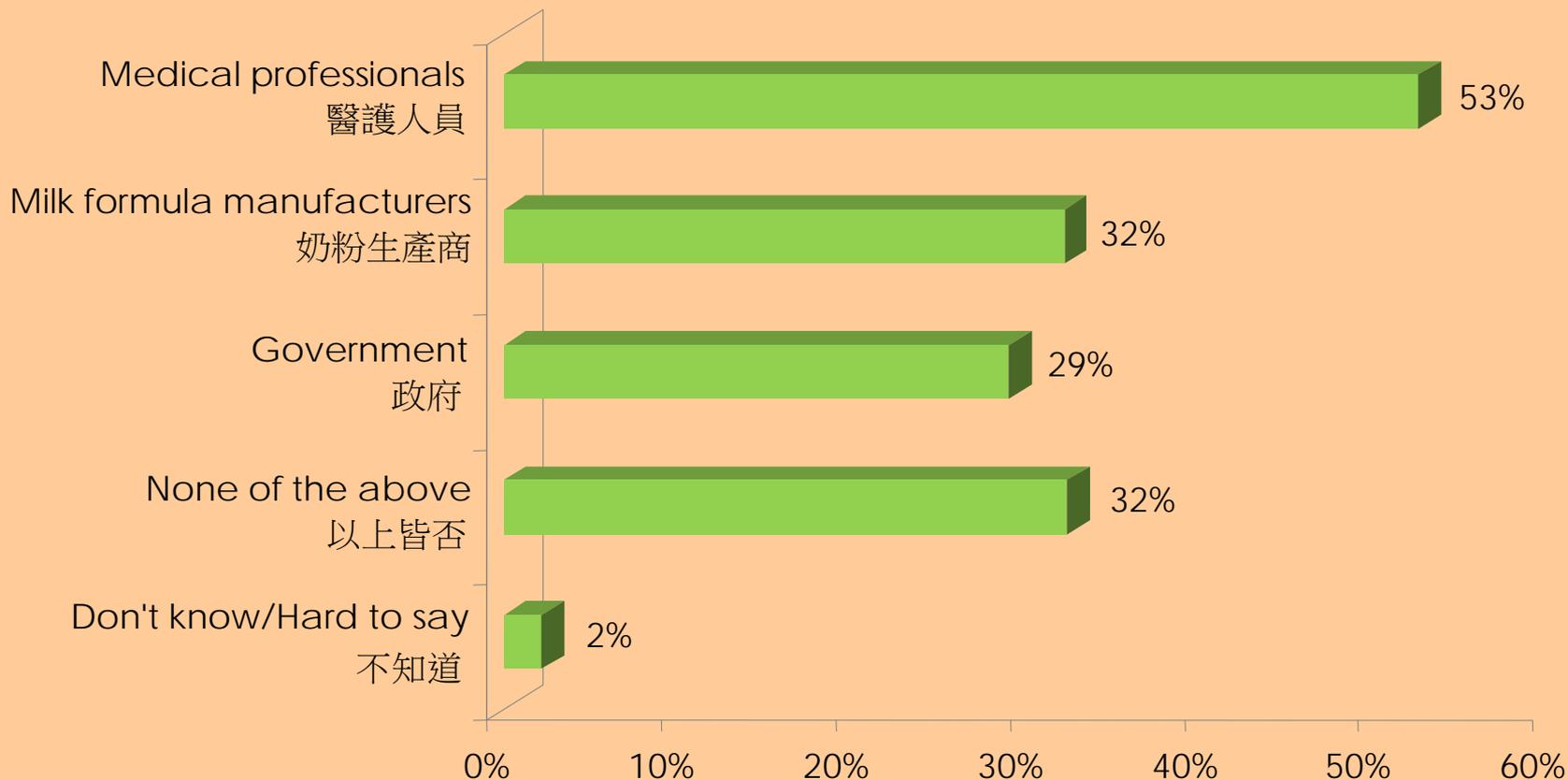
(基數 = 507, 不讀答案, 可選多項)

Q6 From what channels have you ever received information on breastfeeding and infant feeding?

Q6 請問你曾經從乜野途徑獲得過有關嬰幼兒餵哺 (例如母乳、配方奶粉、嬰兒食品) 既資訊?

Mothers rely on various sources, especially medical professionals, to decide on the choice of infant milk formula

母親需要不同單位，尤其是醫護人員，提供資訊以選擇配方奶粉



(Base=507, Multiple answers allowed)

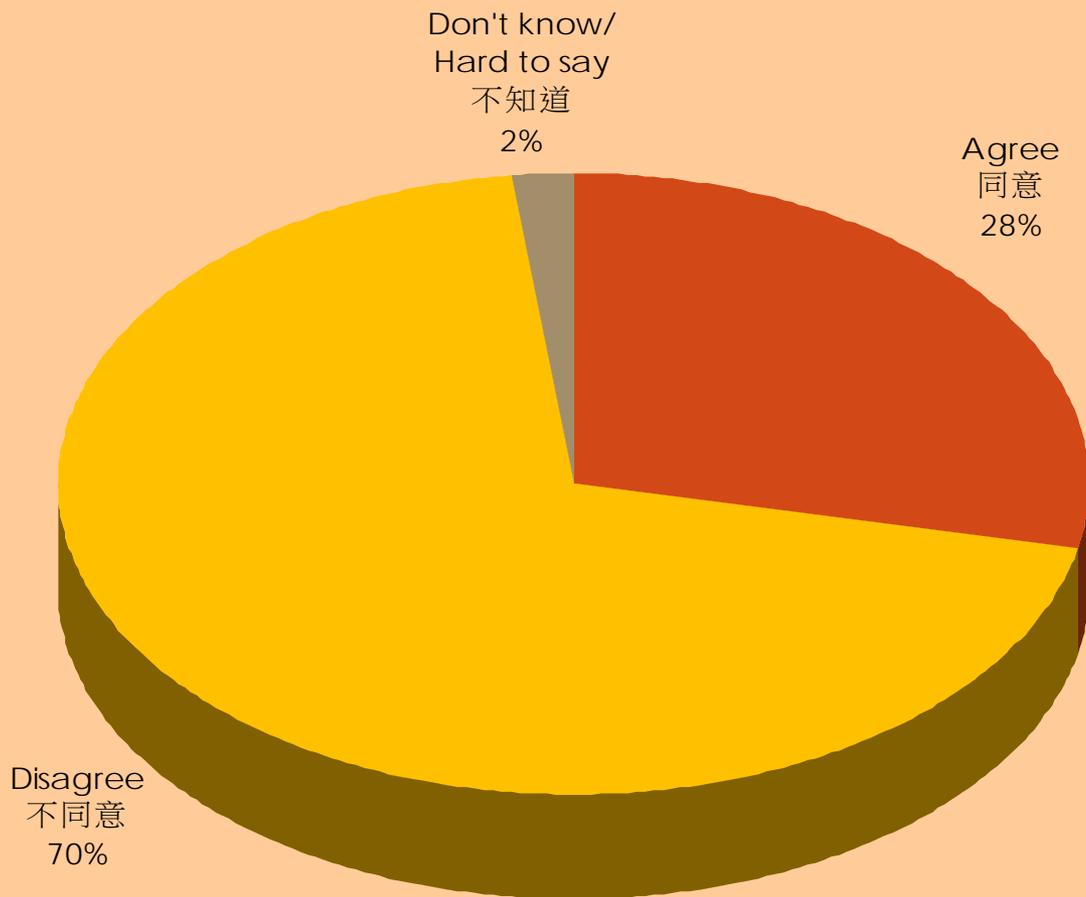
(基數 = 507, 可選多項)

Q7 When you have to choose infant milk formula, do you need information from the following organizations to help you decide? [Read out options, order to be randomized by computer]

Q7 當你要選擇嬰幼兒配方奶粉時，你需唔需要以下單位提供既資料作出決定？ (讀出答案，次序由電腦隨機排列)

Majority disagree that Government should be the single source of information on breastfeeding and infant feeding

大部份受訪者不同意政府作為唯一一個可以提供嬰幼兒餵哺資料的資訊來源



(Base = 507)

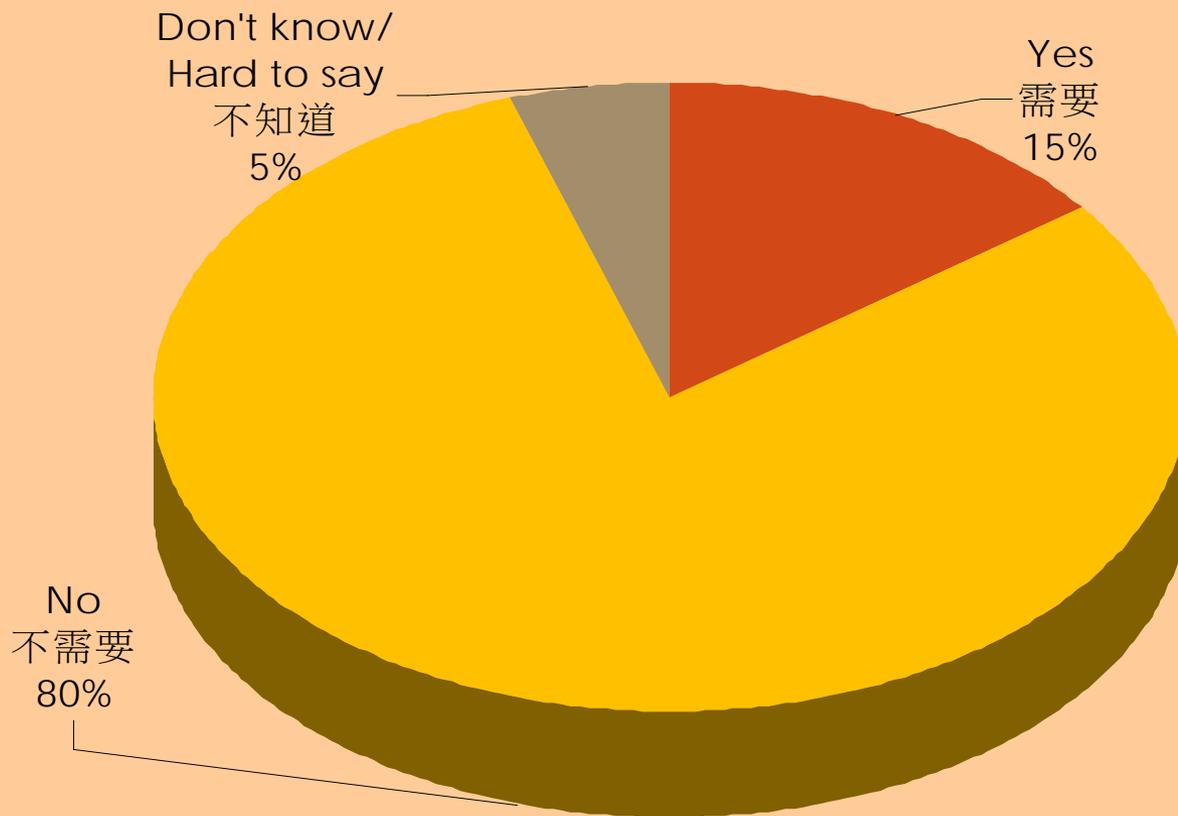
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Q8 Do you agree or disagree with the following statement: The government should be the single source on information on breastfeeding and infant feeding?

Q8 你同唔同意以下既句子呢? 「政府應該係唯一一個可以提供嬰幼兒餵哺既資料來源」

80% oppose to banning the promotion of milk formula for babies aged 6 months or above

八成受訪母親認為沒有需要對六個月或以上的配方奶粉的市場推廣活動作出規管



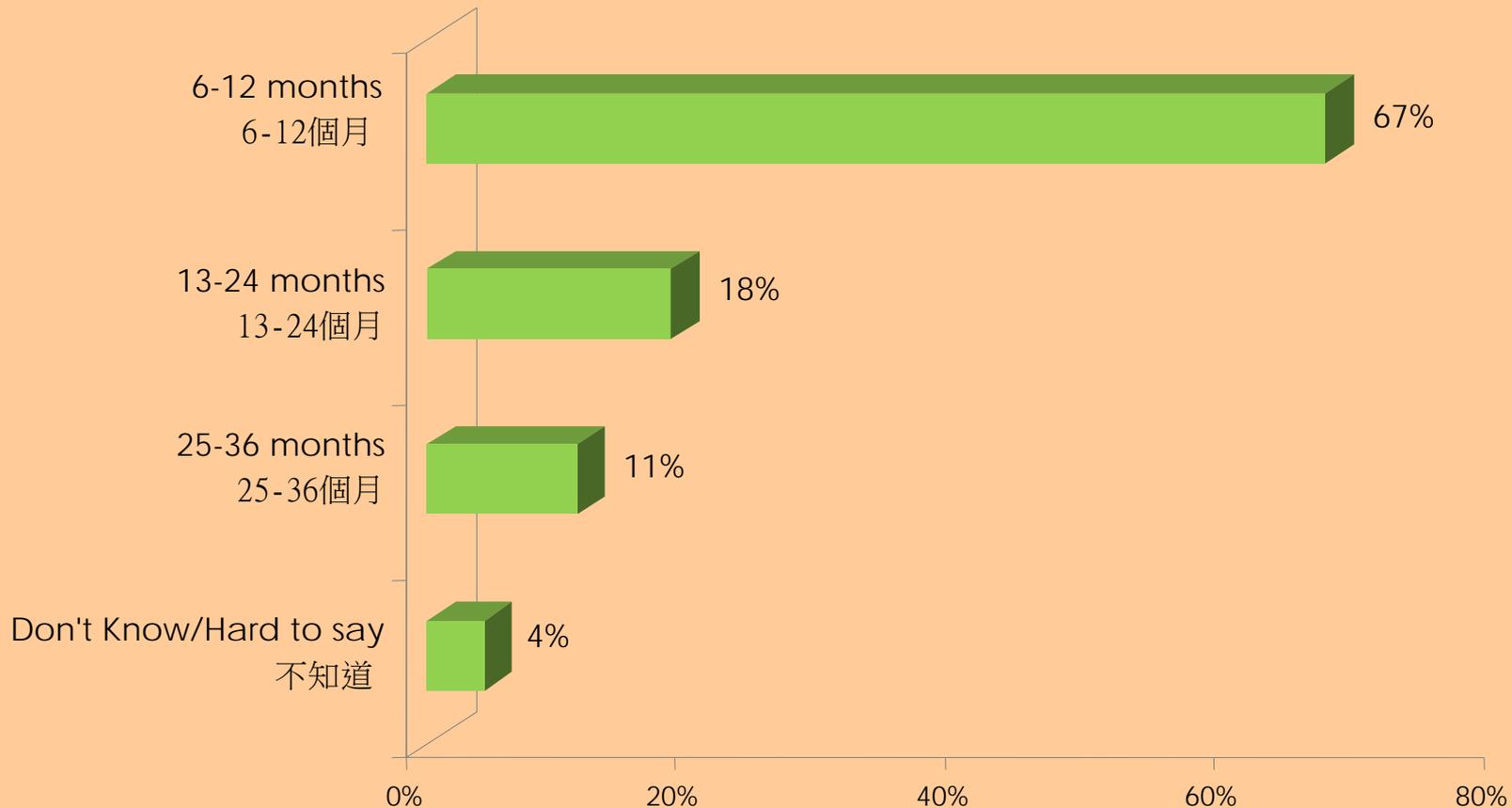
(Base = 507)
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Q9 The World Health Organization recommends exclusive breastfeeding up to 6 months. Some developed countries ban the promotion of milk formula for babies aged 6 months or below. Do you think this ban should be applied to formula for babies beyond 6 months?

Q9 世界衛生組織建議，係嬰兒出生後首六個月應該完全以母乳餵哺，而某d已發展國家亦禁止奶粉商就6個月以下初生嬰兒奶粉進行宣傳推廣。你認為需唔需要將禁止條例伸延至6月個以上既幼兒奶粉？

For those who support the banning, two-third propose to apply to milk formula for babies of 6-12 months years old

在認為有需要規管配方奶粉市場推廣活動的受訪者中，當中三分之二認為規管應該延伸至6-12個月的配方奶粉



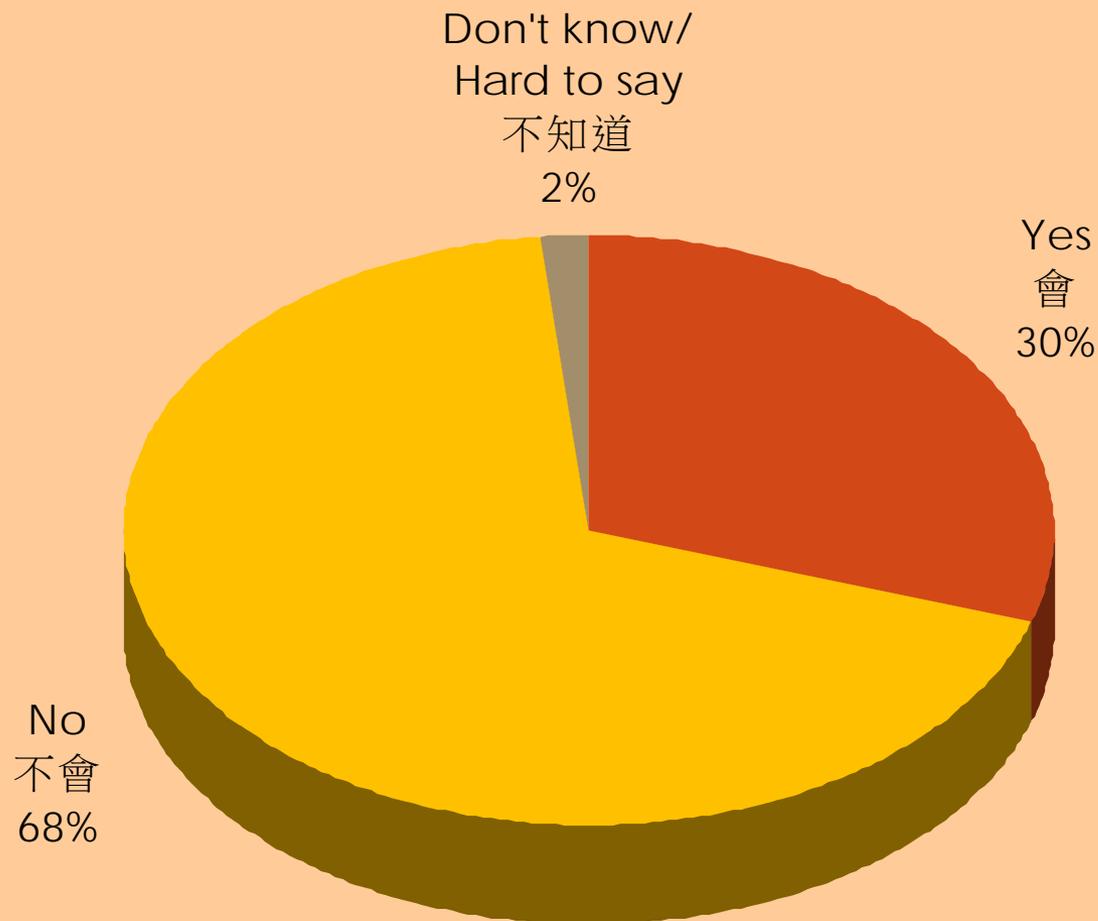
(Base = 74)

(基數 = 74)

Q10 (Only respondents who had answered "should" in question 9) If should, which of the following age group do you think the ban should apply to?

Q10 [只問Q9回答“需要”的受訪者] 如果需要，咁你認為應該伸延至以下邊個年齡組別既奶粉:?

Nearly 70% mothers believe their choice of milk formula for babies aged 6 months or above will not be affected by the manufacturers' promotions
近七成受訪母親認為配方奶粉供應商的推廣不會影響到她們為其6個月大或以上的幼兒選擇配方奶粉的決定



(Base = 507)
(基數 = 507)

Q11 If milk formula manufacturers do not do promotions for babies aged 6 months or above, does it affect your choice on infant milk formula?

Q11 如果奶粉商唔會對6個月以上既幼兒奶粉進行宣傳推廣，你認為會唔會影響你選擇合適既配方奶粉？

Conclusion

總結

- More than 80% of the mothers interviewed have tried or are still breastfeeding their babies, around half of them stopped it when their babies reached 3 months old.

超過八成的受訪母親曾經嘗試或仍然以母乳餵哺其嬰兒，當中約一半在其嬰孩到3個月大的時候已停止以母乳餵哺。

- Major hindrance factors for not breastfeeding included “not enough milk”, “poor health condition” and “maternity leave is over”.

母乳餵哺最大的阻力包括母乳不足、健康情況欠佳及產假完結。

Conclusion

總結

- More breastfeeding facilities in public are most desired to encourage breastfeeding, followed by more public education on the advantages of breastfeeding

受訪者認為增加母乳餵哺的公共設施最能夠鼓勵本地母親進行母乳餵哺，其次是加強教育公眾母乳餵哺的好處

- Mothers who need to choose infant milk formula would require information from, medical professionals, as well as milk infant formula manufacturers and the government.

大部份母親在決定選購哪種配方奶粉時，需要參考由醫護人員、以及奶粉製造商和政府提供的資訊

- 80% respondents considered banning promotion of IMF beyond six months of age as unnecessary

八成的母親認為沒有需要對六個月以上配方奶粉的市場推廣活動作出規管

**End of presentation by
HKU POP
簡報完畢**

HKIYCNA's Opinion & Position

香港嬰幼兒營養聯會意見及立場

Implications of Survey Findings

研究結果顯示

- Breastfeeding behaviors in HK is largely affected by personal and socio-economic factors. Hong Kong mothers considered the following initiatives most helpful in encouraging breastfeeding: (a) more breastfeeding facilities in public; (b) more public education on advantages of breastfeeding; (c) more breastfeeding facilities at workplace

母乳餵哺行為主要受個人及社經環境因素影響，較少受配方奶粉的市場推廣活動所影響。以下措施最能夠鼓勵本地母親進行母乳餵哺：(a) 增加母乳餵哺的社區設施；(b) 加強教育公眾母乳餵哺的好處；(c) 於辦公室增設母乳餵哺設施

Implications of Survey Findings

研究結果顯示

- To make informed and optimum choices of infant feeding, mothers require accurate, balanced and evidence-based nutrition information from multi-channels and sources.
母親需要透過多方面的渠道及資訊來源獲得正確、平衡及具實證的營養資訊，從而作出知情的決定，選擇適合的配方

Implications of Survey Findings

研究結果顯示

- Milk formula manufacturer is considered as the 2nd most important information source for mothers, next to medical professionals, when they decide on formula milk choice.

母親選擇配方奶粉時，奶粉生產商被視為第二重要的資訊來源，僅次於醫護人員。

- 80 % respondents considered banning promotion of IMF beyond six months of age as unnecessary

八成的母親認為沒有需要對六個月以上配方奶粉的市場推廣活動作出規管

HKIYCNA's Recommendations

聯會建議

1. The Association supports the development of a code to regulate marketing and promotion activities of breastmilk substitutes for babies under 6 months of age
聯會支持制訂一套守則規管6個月以下母乳代用品的宣傳和推廣活動
 - This code should take references to the best practices of other developed jurisdictions and international standards and the unique local circumstances.
有關守則應參照其他已發展國家的成功經驗和國際標準，並切合本港獨特的社會環境
 - Due process in form of an open, transparent and extensive public engagement is necessary to ensure parents and stakeholders' views are properly addressed.
此外，需要一個公開，具透明度和深入的公眾諮詢以確保家長及其他持分者的意見能恰當地處理。

HKIYCNA's Recommendations

聯會建議

2. The Association also supports regulations on labeling for food under 36 months which could only be achieved through legislation
聯會亦支持以立法方式規管36個月以下嬰幼兒食品標籤。
 - An evidence based food labeling system is key for Hong Kong parents to make informed and optimum choices on infant milk formula
具科研實證的食品標籤法有助確保本地母親作出知情和最適當的配方奶粉選擇。

Thank You
謝謝

Q & A Session
問答時間