



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

# 父母對「香港守則」草擬本及相關議題 意見調查

## Survey on Parents' Views about the Draft HK Code

20 December 2012

# 研究目的

## Research Objectives

- 香港嬰幼兒營養聯會（聯會）一直致力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 Hong Kong Infant and Young Child Nutrition Association (the Association) is committed to ensure accurate and balanced infant and young child feeding information is made available for parents to make informed choice

- 研究旨為了解本港父母對政府於十月底推出作公眾諮詢的「香港守則」草擬本及相關議題的觀點及態度

The study aims to understand the parents' views and attitudes on the draft HK Code released in late October for public consultation and its related issues

# 港大民意研究計劃

## HKU Public Opinion Programme



**HKUPOP**

香港大學民意研究計劃



**Hong Kong  
Infant and Young Child  
Nutrition Association**  
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# 父母對「香港守則」草擬本意見調查

## Survey on Parents' View about the Draft HK Code

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**Dr. Robert Chung**  
**Director of**  
**Public Opinion Programme, HKU**

2012年12月20日  
December 20, 2012

# 研究背景

## Research Background

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- 研究目的：瞭解本港父母對「香港守則」草擬本的意見，特別是有關對監管嬰幼兒奶粉銷售推廣的意見

Objective: To understand Hong Kong parents' views on the draft HK Code, especially the view on the regulation of the advertisements, sales and marketing activities of formula milk

- 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

POP designed the questionnaire independently after consulting Hong Kong Infant and Young Child Nutrition Association while POP has also enjoyed full autonomy in fieldwork operation, data collection and data analysis. POP takes full responsibility for all findings reported.

# 樣本資料

## Contact Information

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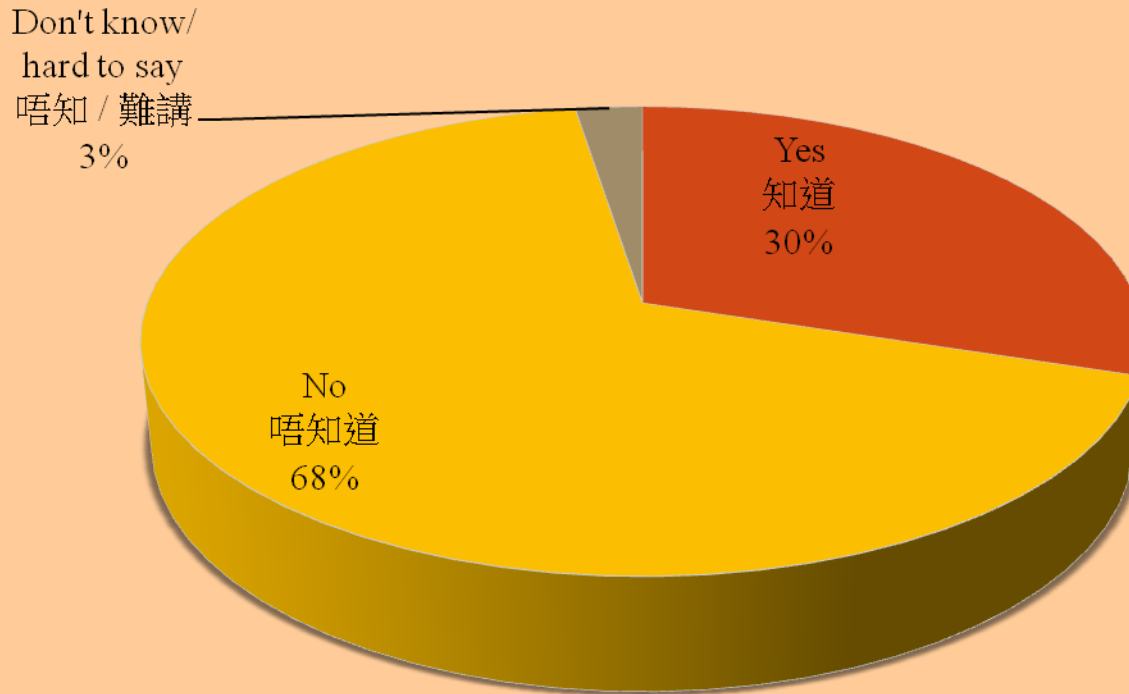
調查日期 Date of survey	· 2012年12月5日至10日 · December 5 to 10, 2012
調查對象 Target population	· 18歲或以上操粵語並育有至少一名子女的家長 · Cantonese speaking HK citizens of age 18 or above who are parents
調查方法 Survey method	· 由訪問員直接進行隨機抽樣的電話訪問 · Random telephone interviews by real interviewers
樣本大小 Sample size	· 515個成功個案 · 515 successful cases
有效回應率 Effective response rate	· 69.2% (以合資格受訪對象的數目計算) · 69.2% (based on the number of eligible target respondents)
標準誤差 Standard error	· 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 · Less than 2.2%, ie. the sampling error of percentages shall be not more than +/-4.4% at 95% confidence level

調查結果

**Survey Findings**

# 近七成受訪家長不知道政府正就《香港守則》草擬本進行公眾諮詢

## Nearly 70% of parents interviewed are not aware of the government's public consultation on the draft HK Code



(Base = 515)

(基數 = 515)

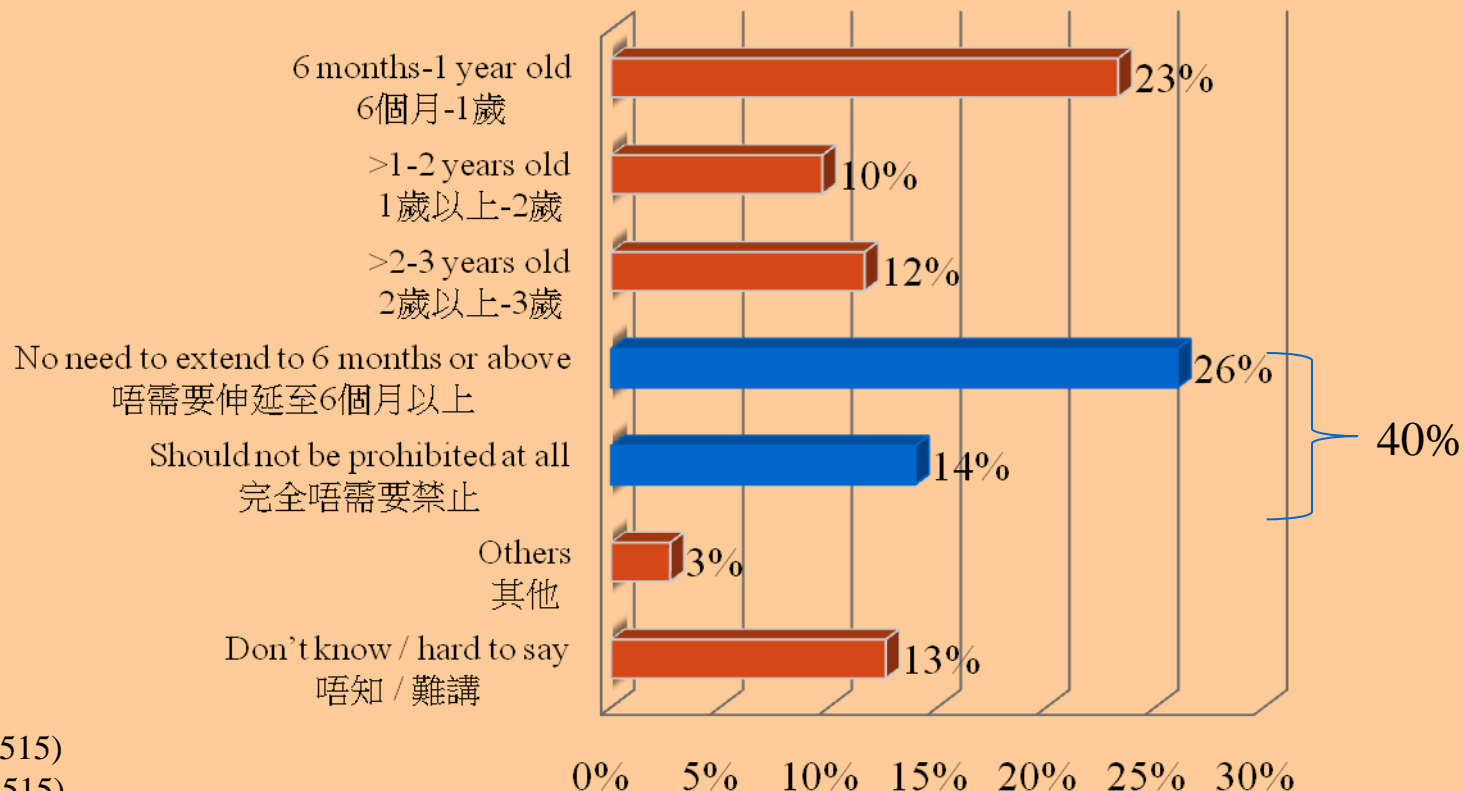
Q2 Are you aware that the government has recently launched a public consultation about vetting the promotional and marketing practices of formula milk and related products (e.g. feeding bottles and teats) for infants and young children?

Q2 你知唔知道政府正就監管嬰幼兒奶粉及相關產品(例如奶樽、奶咀)既宣傳推廣手法進行公眾諮詢?



# 四成受訪者認為不需要把監管伸延至6個月以上的幼兒奶粉

## 40% of respondents think the legislation should not be applied for formula milk for young children aged 6 months old or above



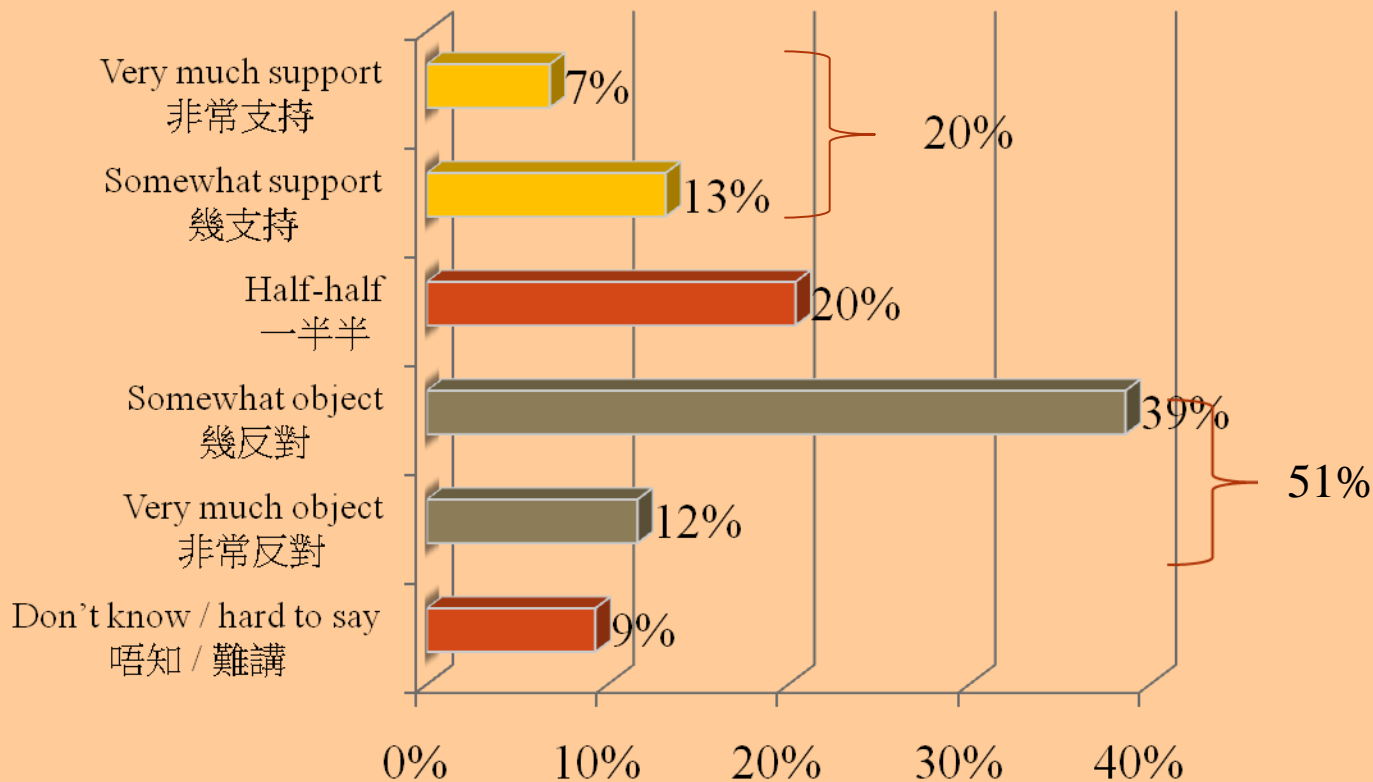
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Q3 The World Health Organization suggests that babies should be breastfed in their first 6 months. Some developed countries prohibit the promotion of milk formula for infants aged 6 months or below. If the Hong Kong government would like to legislate for similar legislation, do you think the ban should be applied for young children who are 6 months old or above? If yes, which of the following age group do you think the ban should apply for? [Read out answers]

Q3 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。如果香港政府打算推行類似既監管，你認為需唔需要伸延至6個月以上既幼兒奶粉？如果需要，咁你認為應該伸延至以下邊個年齡組別既奶粉？[讀出答案]

僅兩成受訪者認為母乳餵哺率偏低主要是因為奶粉的廣告及宣傳推廣活動  
Only 20% of respondents agree the saying that low breastfeed rate is mainly influenced by formula milk's advertisements and promotional activities



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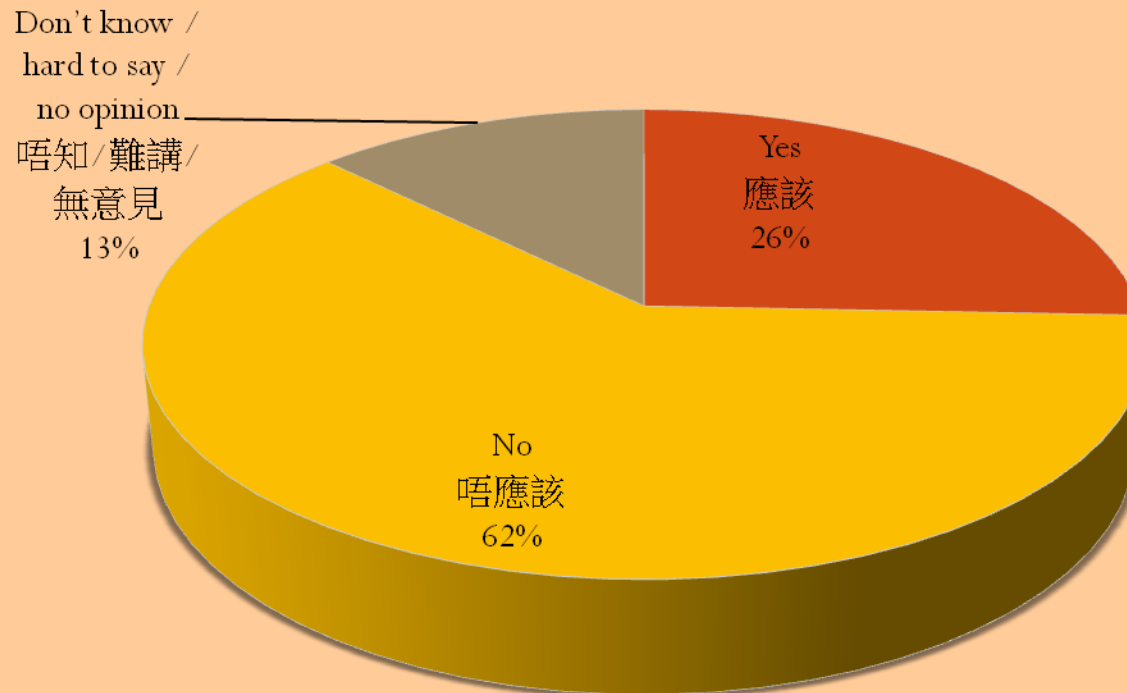
Q4 There is a saying that breastfeed rate is low in Hong Kong mainly due to the influence of the advertisements and promotional activities of formula milk for young children aged 6-36 months, do you support or oppose this argument?

[Interviewer to probe the intensity]

Q4有意見認為，香港母乳餵哺率偏低既主要原因係因為母親受到六個月至三歲既奶粉廣告及宣傳推廣活動所影響，你有幾支持或者反對呢個講法？[追問程度]

## 逾六成受訪者認為不應該禁止奶粉商提供餵哺及營養資訊

Over 60% of respondents think the formula milk manufacturers should not be prohibited from providing information on feeding and nutrition



(Base = 515)

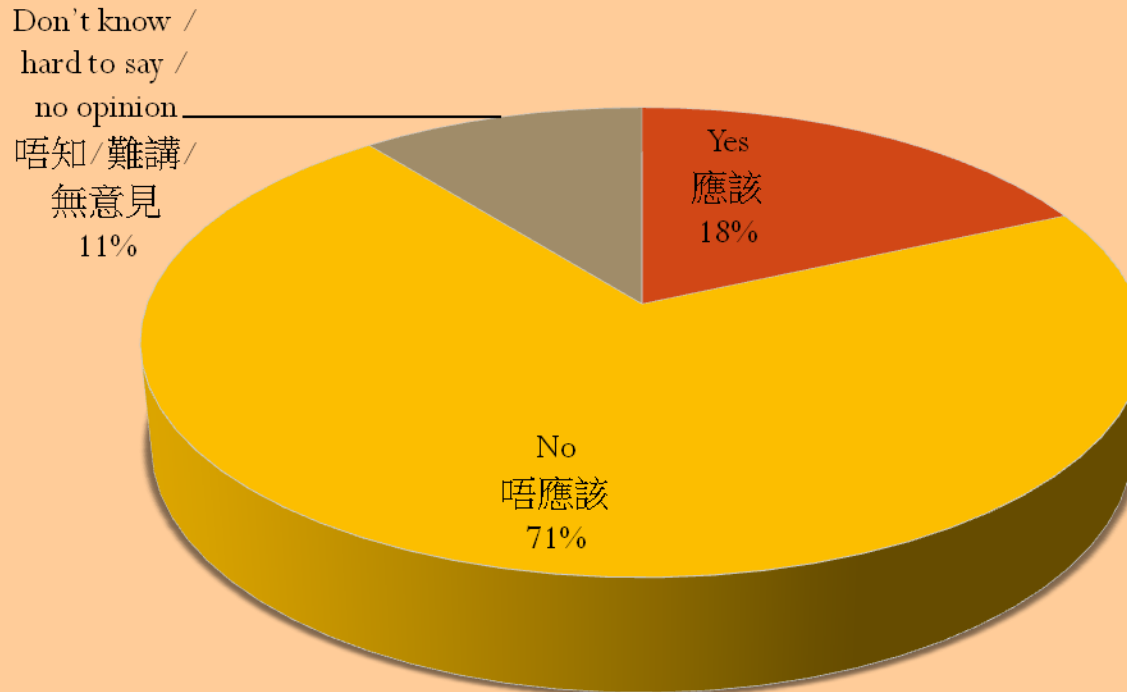
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Q5 Do you think the formula milk manufacturers should be prohibited from providing any information on feeding and nutrition to customers, for example, they cannot answer to the enquiries when customers call to enquire the use of their products?

Q5 咁你認為應唔應該禁止奶粉商向客戶提供任何餵哺及營養資訊，例如客戶致電查詢產品既使用方法，奶粉商亦唔可以回覆？

# 超過七成受訪者認為不應該禁止奶粉商舉辦任何活動

## More than 70% of respondents think the formula milk manufacturers should not be prohibited from organizing any activities



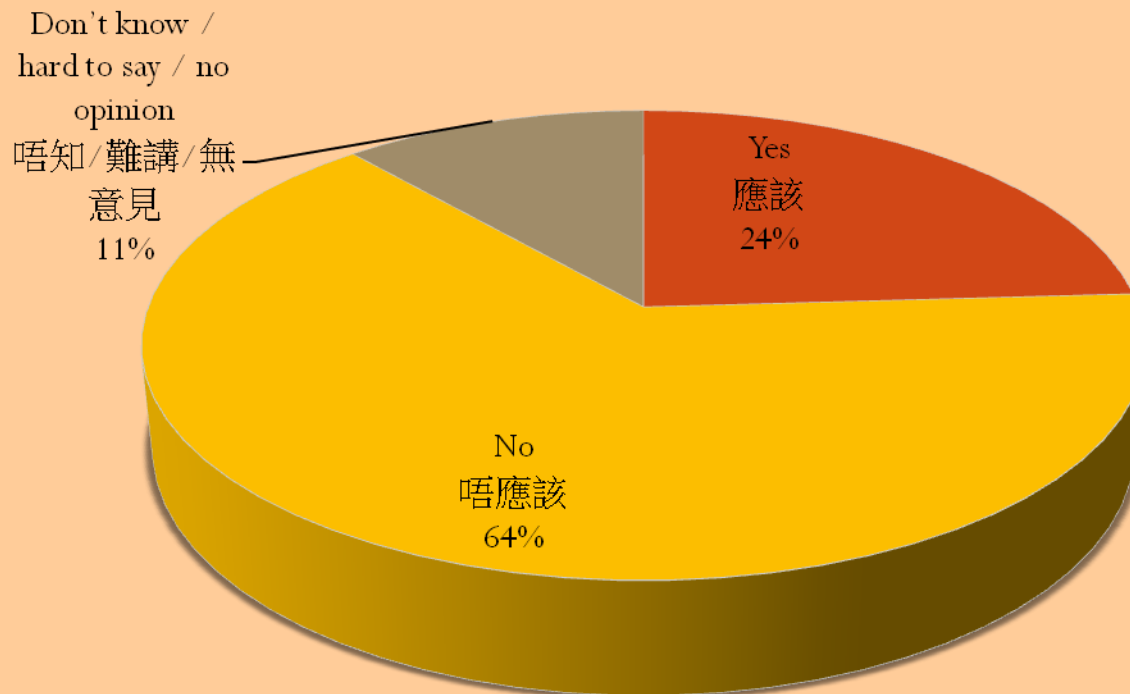
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Q6 Do you think the formula milk manufacturers should be prohibited from organizing any activities involving infants, young children, pregnant women and mothers of infants or young children, such as parenting seminars and baby crawling competition?

Q6 咁你認為應唔應該禁止奶粉商舉辦任何涉及嬰幼兒、孕婦及嬰幼兒母親既活動，例如親子講座、爬行比賽等？

超過六成受訪者認為不應該禁止奶粉商提供六個月或以上既幼兒奶粉試用裝  
More than 60% of respondents think the formula milk manufacturers should not be prohibited from giving free sample of formula milk for young children aged 6-36 months



(Base = 515)

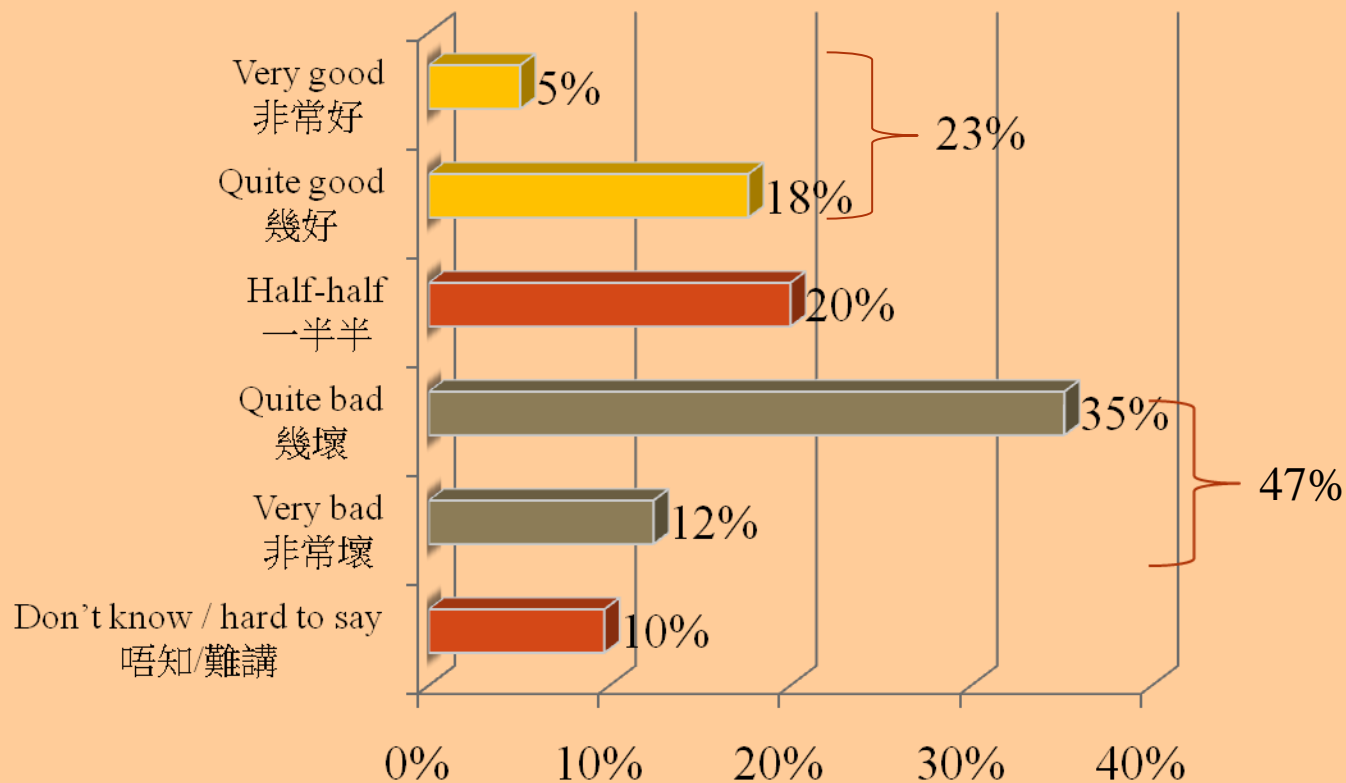
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Q7 Do you think the formula milk manufacturers should be prohibited from giving free sample of formula milk for young children aged 6-36 months to consumers?

Q7 咁你認為應唔應該禁止奶粉商提供六個月或以上既幼兒奶粉試用裝予消費者？

# 近半受訪者認為全面禁止製造商及分銷商發放奶粉資訊對消費者是一件壞事

## Nearly half of respondents think it will be bad to the consumers if to ban all the release of information of formula milk provided by manufacturers and distributors



(Base = 515)

(基數 = 515)

Q8 If all the release of information of formula milk for infants and young children aged 36 months or below provided by manufacturers and distributors will be banned in the future, do you think it is a good or bad thing for the consumers?

[Interviewer to probe the intensity]

Q8 如果日後全面禁止製造商及分銷商發放任何三歲以下嬰幼兒奶粉既資訊，你認為對消費者係好事定壞事？

[追問程度]

# 總結

## Conclusion

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- 大部分受訪者不知道政府正就監管嬰幼兒奶粉及相關產品的宣傳推廣手法進行公眾諮詢。而四成認為沒有需要對六個月以上幼兒奶粉作出監管。

**Majority** of respondents are **not aware of** the public consultation launched recently while 40% consider banning promotion of formula milk for young children aged 6 months or above as **unnecessary**.

- 只有兩成受訪者認為本港母乳餵哺率偏低主要是因為受奶粉廣告及宣傳推廣活動所影響，但有半數受訪者反對該說法。

Only 20% support the saying that low breastfeed rate in HK is mainly influenced by the advertisements and promotional activities of formula milk while **half hold the opposite view** to the saying.

# 總結

## Conclusion

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- 約六至七成受訪者均認為**不應禁止**奶粉商提供餵哺及營養資訊、舉辦推廣活動和提供六個月或以上既幼兒奶粉試用裝。

Around 60-70% think the formula milk manufacturers **should not be prohibited** from providing information on feeding and nutrition, organizing activities and giving free sample of formula milk for young children aged 6-36 months.

- 最後，近一半受訪者認為**全面禁止**製造商及分銷商發放任何三歲以下嬰幼兒奶粉的資訊對消費者而言是一件壞事。

Finally, nearly half of respondents think it will be **bad to** consumers to **prohibit all** the release of information of formula milk for infants and young children aged 36 months or below by the manufacturers and distributors.



# 香港嬰幼兒營養聯會意見及立場

## **HKIYCNA's Opinion & Position**

## 研究結果顯示

# Implications of Survey Findings

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- 近七成（68%）受訪父母不知道政府就監管奶粉及相關產品（例如奶樽、奶咀）的宣傳推廣手法進行公眾諮詢。
  - 這反映公眾仍未有足夠時間充分了解相關議題。

68% of Parents interviewed were not aware that the government has recently launched a public consultation about regulating the promotional and marketing practices of milk formula and related products (such as milk bottles and nipples).

- This shows that the public do not have enough time to understand the related issues thoroughly.

# 研究結果顯示

## Implications of Survey Findings

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- 受訪父母中，只有約一成（12%）父母認為需要就嬰兒奶粉的宣傳推廣活動的監管伸延至三歲。若日後全面禁止發放任何三歲以下嬰幼兒奶粉的廣告及資訊，近五成父母認為是壞事。
  - 這反映政府計劃的「香港守則」草擬本建議的涵蓋範圍至3歲的幼兒食品與父母的意見明顯不同。

Only 12% of respondents thought that the government should prohibit the promotion of milk formula for young children up to 3 years old.

— This reflects that the regulation of milk formula and related products up to 3 years old as proposed in the Draft HK Code is at odds with the general opinion of parents.

## 研究結果顯示

# Implications of Survey Findings

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- 超過一半受訪父母（51%）不認同「香港母乳餵哺率偏低的主要原因是因為母親受六個月至三歲以下奶粉的廣告及宣傳推廣活動所影響」。
  - 以上結果反映，公眾明白本港母乳餵哺率偏低並不是受廣告影響，單純禁廣告亦無助提升母乳餵哺率。

Over 50% of parents objected to the view that advertisements and promotions of milk formula for 6 – 36 months was the root cause of the low breastfeed rate in Hong Kong.

- As shown in survey results, the public understanding is that the low breastfeed rate in Hong Kong has little to do with the effects of advertisements and promotions of milk formula.

## 研究結果顯示

### Implications of Survey Findings

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- 超過六成（62%）父母反對政府「禁止奶粉商向客戶提供任何餵哺及營養資訊」。

62% parents were against that “the formula milk manufacturers should be prohibited from providing any information on feeding and nutrition to customers”.

- 大部分（71%）父母反對政府禁止奶粉商舉辦任何涉及嬰幼兒、孕婦及嬰幼兒母親的活動，例如親子講座、爬行比賽等。

71% of parents showed objection to banning formula milk manufacturers from organizing ANY activities involving infants, young children, pregnant women and mothers of infants or young children, such as parenting seminars and baby crawling competition.

## 研究結果顯示

### Implications of Survey Findings

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- 同樣超過六成（64%）的父母反對禁止奶粉商提供6個月以上嬰幼兒奶粉試用裝予消費者。
  - 以上結果反映多數父母並不認同《香港守則》的監管範圍及內容，亦清楚顯示父母希望獲得奶粉商為他們提供資訊、舉辦活動或幼兒奶粉試用裝。

64% of parents were against that the formula milk manufacturers should be prohibited from distributing free samples for over 6-month-old infants to consumers.

— From the survey results, it is clear that majority of parents disagreed with the contents and scope of regulation proposed by the Draft HK Code. They hope that Formulas manufacturers should be allowed to provide information, organize activities or distribute free samples.

## 聯會建議

# HKIYCNA's Recommendations

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- 聯會正約見食物及衛生局局長高永文醫生，就「香港守則」草擬本的細節進行商討。

The Association has asked for a meeting with Dr. Ko, the Secretary for Food and Health to discuss the HK Code in more details.

- 聯會並強烈要求政府將「香港守則」草擬本的諮詢期延長，讓政府聆聽更多父母、業界及社會各界的聲音。

The Association also proposes to extend the consultation period so that the government can listen to the views from parents, the industry and different social sectors.

# 聯會建議

## HKIYCNA's Recommendations

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- 聯會在此重申五大立場：

The Association puts forward its stance in 5 main points :

1) 立法規管6個月或以下母乳代用品的市場推廣行為

Regulate marketing behaviors of breastmilk substitutes up to 6 months through legislation

2) 放寬有關商標使用的限制

The restriction on the use of trademark should be eased



# 聯會建議

## HKIYCNA's Recommendations

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### 3) 分開處理「市場推廣」、「標籤及品質」兩者

Both “marketing code” and “labelling and quality standards” should be addressed separately

### 4) 必須以立法方式規管標籤及品質

A legislative path is essential for labelling and quality standards

### 5) 需以綜合的方法推廣母乳餵哺

An integrated approach to promote breastfeeding is required

謝謝  
**Thank You**

問答時間  
**Q & A Session**