

Report on Knowledge Exchange (KE) Funding

Deliverables template for Strategic Impact

Note:

- *Infographics of this template are for demonstration purpose only, please feel free to apply or create your own way of presentation.*
- *Information provided on the PowerPoint slides may be used by the University for publicity (e.g., **upload to KEO website** and social media series, send to local and international media).*
- *Please seek consent of external partner organization for disclosure of information if it deemed necessary.*

Globalization improvement of maternal and child health: Transforming breastfeeding culture

改善全球母嬰健康：提升母乳餵哺文化

by (Dr Kris Yuet Wan LOK)

(School of Nursing, LKS Faculty of Medicine)

(Project No.: KE-SI-2022-23-62)

Strategic Theme(s):

(a) Green and Sustainable Energy

(b) Health and Medical Technologies

(c) Industry 4.0

(d) Smart Cities

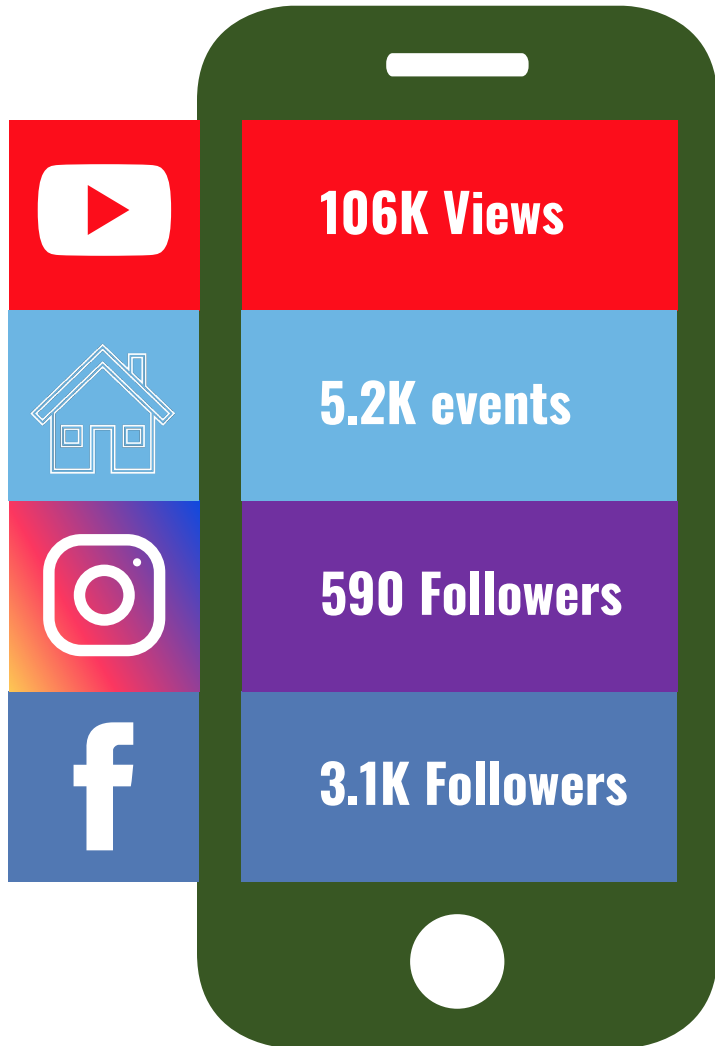
(e) Food Security and Nutrition

(f) Use of IT in Education

(g) Community Engagement for Governance and Law

(Keep appropriate
Strategic Theme(s))

Overview



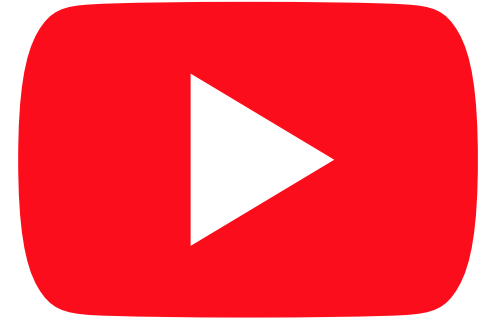
Content

- Research-supported knowledge, presented in the form of bilingual bite-sized videos and easy-to-understand infographics
- Promote benefits of breastfeeding
- All channels updated at least once a week

Impact

- Successfully reached out to a broad spectrum of audience including experts and the general public, across different age groups, in Hong Kong and overseas
- Attracted media attention (both Chinese and English media outlets)

BFCI YouTube Channel



- <https://www.youtube.com/@bfgps/>
- Launched: Jan 1st, 2023

Bilingual breastfeeding videos

- Demonstrations of correct breastfeeding positions

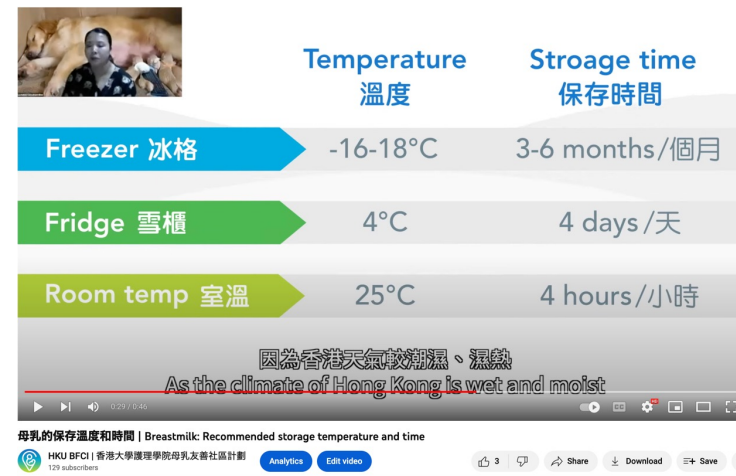


Video title: Breastfeeding Position for 2-3-month-old Infants: Cradle Hold

URL: <https://youtu.be/auBnqF6yF7A>

Traffic: 6.4K views [most popular video]

- Animated infographics



Video title: Breastmilk: Recommended storage temperature and time

URL: <https://youtu.be/LvP7nwM3NeU>

YouTube: Global audience

As of 2023 June 26

- Subscribers: 203
- Views: 95,000

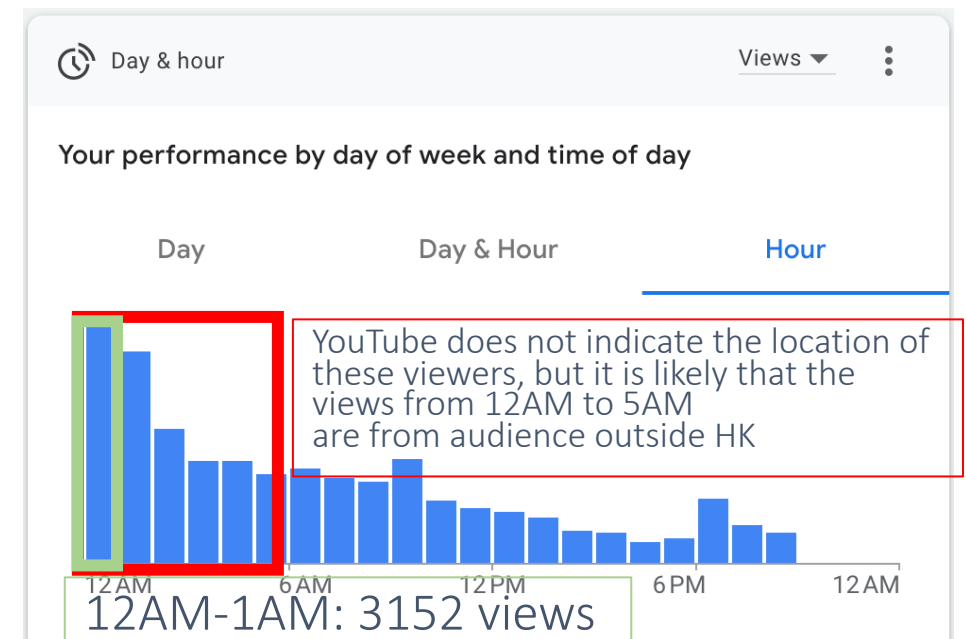
Gender	Views
Male	48.5%
Female	51.5%

Age group	Views
13-17 years	0.1%
18-24 years	19.4%
25-34 years	31.5%
34-44 years	30.2%
45-54 years	18.9%
55-64 years	0.1%
65+ years	0.1%

• Geography

	Location	Views	Percentage
1	Taiwan	37,873	39.7%
2	UK	34,435	36.1%
3	HK	14,729	15.4%
4	US	2,622	2.8%
5	Canada	2,299	2.4%

• Average channel views by hour



Feedback from audience

初生嬰兒母乳餵哺姿勢：(1) 基本姿勢 | Breastfeeding Position for Newborns: (1) Basic Position



HKU BFCI | 香港大學護理學院母乳友善社區計劃
127 subscribers

Analytics

Edit video

10



[母乳餵哺] 是否兩邊乳房都要餵？ | Do I need to switch sides when breastfeeding?



HKU BFCI | 香港大學護理學院母乳友善社區計劃
127 subscribers

Analytics

Edit video

9



戒掉夜奶可以嗎？ | Is it okay to stop night feeds?

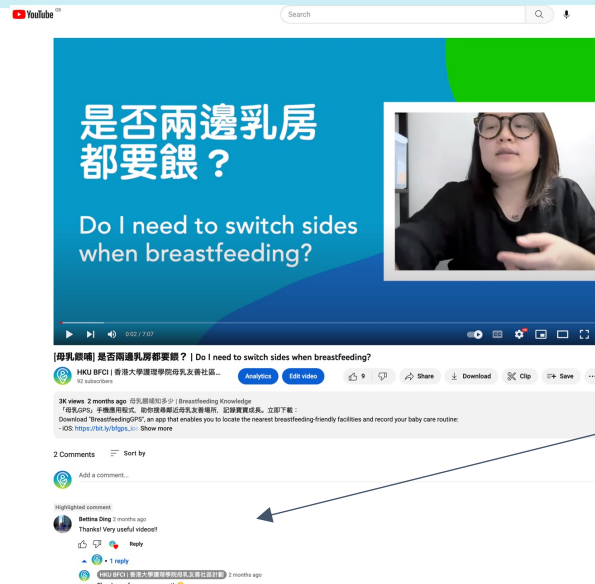


HKU BFCI | 香港大學護理學院母乳友善社區計劃
127 subscribers

Analytics

Edit video

9



2023 Feb



Bettina Ding 2 months ago

Thanks! Very useful videos!!



Reply

URL: <https://youtu.be/69da3pziRZg>

BFCI Website



- <https://bfci.hku.hk/>
- Launched: Apr 2023 – June 2023
 - 271 users, 222 new users
 - 5.8K events
- Bilingual
- Mobile responsive
- Accessibility: Conformed to the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 Level AA requirements

	Location	Views	Percentage
1	HK	172	63%
2	US	48	18%
3	Ireland	15	6%
4	UK	13	5%
5	Japan	13	5%
6	China	10	4%

Also from: Philippines, Singapore, Sweden, Australia, Belgium, Canada, Macao

- User by language (Classified based on their language settings in their web browser & country)

Language ▾ +		↓ Users
		243 100% of total
1	English	169
2	Chinese	74

Website: Global audience

2023 May 10: US

USERS IN LAST 30 MINUTES

1

USERS PER MINUTE



COUNTRY ▾

USERS ▾

United States 1

2023 May 17: Japan

USERS IN LAST 30 MINUTES

1

USERS PER MINUTE



COUNTRY ▾

USERS ▾

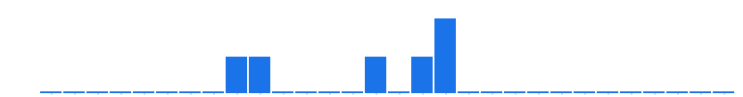
Japan 1

2023 June 15: UK, HK

USERS IN LAST 30 MINUTES

2

USERS PER MINUTE



COUNTRY ▾

USERS ▾

Hong Kong 1

United Kingdom 1

2023 May 19: The Philippines

USERS IN LAST 30 MINUTES

1

USERS PER MINUTE



COUNTRY ▾

USERS ▾

Philippines 1

2023 June 7: China

USERS IN LAST 30 MINUTES

2

USERS PER MINUTE



COUNTRY ▾

USERS ▾

China 1

Hong Kong 1

2023 June 19: HK, Japan

USERS IN LAST 30 MINUTES

2

USERS PER MINUTE



COUNTRY ▾

USERS ▾

Hong Kong 1

Japan 1

Instagram



- www.instagram.com/hku_bfgps
- Since 2020 July 10
- As of 2023 June 16: 590 followers

hku_bfgps ² Instagram reach ⓘ
 33,228 ↑ 100%
 295 Posts 590 Followers 519 Following

(1) Breastfeeding videos

Video insights

Content Interactions ⓘ

31

Likes	16
Saves	10
Shares	5
Comments	0



Video title: 乳你分享：正確餵哺姿勢

URL: <https://www.instagram.com/tv/Cfc9a-XpIJA/?igshid=NTc4MTlwNjQ2YQ==>

(2) Quick breastfeeding tips

泵出來的母乳
在室溫(25°C)之中
最多只可存放4小時

If you have expressed breastmilk and it is left out at room temperature (25°C), it can only be safely kept for up to 4 hours

Breastfeeding Friendly Community Initiative
母乳友善社區計劃

#母乳GPS Breastfeeding GPS

View Insights Boost post

♥️ 💬 📍 Liked by jcbjie and 8 others

hku_bfgps 天氣開始熱，泵完奶之後，大家要留意保存溫度呀！

Topic: Storage temperature of expressed breastmilk

URL: <https://www.instagram.com/p/CrUi45BJ6o2/?igshid=NTc4MTlwNjQ2YQ==>

	Location	Percentage
1	HK	84.2%
2	Kenya	4.1%
3	Taiwan	2%
4	UK	1.5%
5	Canada	1.4%

Age group	Female	Male
18-24 years	3.3%	0.9%
25-34 years	45.9%	5.1%
34-44 years	34.7%	2.4%
45-54 years	1.8%	0.4%
55-64 years	0.7%	0.4%
65+ years	4.0%	0.4%

Gender	Followers
Female	90.4%
Male	9.6%

Facebook

<https://www.facebook.com/bfGPS>

- Since 2020 July 10
- 3.1K followers
- 2.9K likes

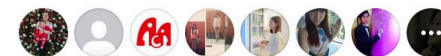
As of 2023 June 15:

- Reach: 317,458
- Post reactions: 3,964
- Comments: 267
- Shares: 409
- Link clicks: 10,537



母乳 GPS

2.9K likes · 3.1K followers



「母乳友善社區計劃」(BFCI) 由香港大學李嘉誠醫學院護理學院主辦，旨在宣傳對母乳餵哺的友善態度，支援媽媽持續餵哺母乳，開發手機應用程式「母乳 GPS」，方便用家搜尋附近所有母乳友善場所

	Location	Percentage
1	HK	80%
2	Taiwan	15.9%
3	UK	1.8%
4	Canada	0.7%
5	Australia	0.6%

Age group	Female	Male
18-24years	2.3%	0.5%
25-34 years	37.3%	2.3%
34-44 years	45.1%	3.4%
45-54 years	4.5%	0.6%
55-64 years	0.8%	0.3%
65+ years	2.7%	0.2%

Facebook reach ⓘ

317,458 ↑ 100%

Gender	Views
Female	92.7%
Male	7.3%

Promotional materials

A5 leaflet version 2



• Sticker



Materials	No of copies
A5 leaflets (ver 1)	3700
A5 leaflets (ver 2)	TBC
A3 posters	56
Stickers	TBC

Distributed:

- 24 Maternal and Child Health Centres in HK
- 8 HA hospitals with obstetric units
- Corporates
- Shopping malls, etc.

Promotional Events

- Telford Plaza
- 2022 Aug 7
- Target: Public
- Souvenir distributed
 - Wet wipes: ~150
 - Folders: ~150
 - Hand sanitizers: ~150
 - Tote bags: ~150



- HKU Info Day (Medical Campus)
- 2022 Oct 29
- Target: Students, public



Media Coverage

EVERWELLTH

Breastfeeding Friendly Community Initiative 母乳友善社區計劃 #母乳GPS

再見雜物房、公用廁格
港大母乳GPS手機APP
公開全港600母乳友善處所!

Breastfeeding

7 likes

everwellthasia 產後餵母乳在香港愈見普及，但外出時進行餵哺並不容易。港大帶頭開發的母乳GPS APP助媽媽找尋全港友善餵哺處所，馬上了解港大APP有用資訊。

本地亦有港人團體舉辦類似的宣傳母乳徵集活動。「母乳友善社區計劃」由香港大學護理學院主辦，主力開發手機應用程式「母乳GPS」，方便媽媽尋找香港的母乳餵哺設施，並培訓商戶及公共場所職員支援媽媽餵哺母乳。「國際母乳哺育周」期間，他們邀請媽媽在Facebook或Instagram 分享餵哺照片，並為首10位分享的媽媽送上港幣50元的健康工房電子禮券一張。

誠邀母乳媽媽分享餵哺照片
首10位將獲得
\$50健康工房電子禮券

STEP UP FOR BREASTFEEDING
WHA | EDUCATE AND SUPPORT
WHA | WORLD BREASTFEEDING WEEK 2022

HKU Med LKS Faculty of Medicine School of Nursing 香港大學護理學院

Breastfeeding Friendly Community Initiative 母乳友善社區計劃 #母乳GPS

「母乳友善社區計劃」邀請媽媽分享餵哺母乳的照片。(圖片來源: IG@hku_bfgps)

昔日東方 返回今日 電子報 即時新聞 人人做記者

2022年10月29日(六) 要聞港聞 兩岸國際 產經 娛樂 副刊 男極圈 體育 馬經

東方日報正

◀ 昔日 26/10 27/10 28/10 29/10

醫健：醫健寶庫：母乳友善程度升 用App助尋育嬰室

醫健：醫健寶庫：母乳友善程度升 用App助尋育嬰室

母乳餵哺能為寶提供最佳營養，但香港媽媽不時遇到挑戰。所幸本港醫療機構致力推動母乳友善服務，港大醫學院護理學院團隊亦積極透過學術研究、開發免費手機應用程式 (App)，並與50多間機構合作，以支援媽媽，大幅改善香港社會的母乳友善程度。

- Oriental Daily
- Title: [醫健：醫健寶庫：母乳友善程度升 用App助尋育嬰室](#)
- Date: 2022 Oct 29

- Sing Tao Headline
- Title: [國際母乳哺育周 | 年輕媽媽時代廣場前餵母乳「露出胸部」只為一個信念](#)
- Date: 2022 Aug 6

- Oriental Daily
- Title: [醫健：醫健寶庫：母乳友善程度升 用App助尋育嬰室](#)
- Date: 2022 Oct 29

Media Coverage

Hong Kong Economic Journal

• Title: [港大護理學院育嬰室搜索App負責人 駱月雲講餵哺母乳地點變化](#)



人物訪問 > 訪談錄

2023年5月12日 港大護理學院育嬰室:~

港大護理學院育嬰室搜索App負責人 駱月雲講餵哺母乳地點變化

譚淑美 | 訪談錄
2023年5月12日

本周日是母親節，據香港大學護理學院的數據指出，現時全港公共場所的育嬰室有逾600個，該院更在4年前推出免費的育嬰室搜索App「母乳GPS」，可按用戶所在位置，列出附近的育嬰室地點，讓本地母親街外餵哺時節省不少工夫。這程式至今已下載人次逾9300次。

研發團隊的負責人是該院助理教授駱月雲，她本身是三孩之母，在以下訪問，她不單談到程式的創立過程、數據分析等，也講及她作為人母逾10年，本港育嬰室的變遷。另一受訪者是港鐵車務項目策劃經理王英茵——目前港鐵多條線路合共有14個育嬰室，室內的設計細節，不少來自同樣為人母的她。



英國物業投資者請注意
最新推出

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《信報財經月刊》印刷版

合併訂閱優惠 (信報) 網上版 + 《信報財經月刊》印刷版

一年訂閱 \$1,210

按此訂閱

NowTV News (English)

- Filmed on 2023 June 12
- On-air date TBC
- Channels: ViuTV (Channel 96) News Bulletin, Now News website & app



Upcoming media coverage

- Hong Kong Economic Journal (health column)
 - Expected publication date: 2023 July 26
- iMoney (health column)
 - Expected publication date: 2023 Sept 16

Online Promotional Campaigns

- [Online Giveaway Campaign](#)
- Date: 2022 Sept 14-Oct 15
- Platform: Facebook, Instagram



Upcoming campaign

- Baby Kingdom banner ad
 - Link to BFCI website
 - Expected publication date: 2023 July 21-31

主辦 | Organized by

 **HKU Med** LKS Faculty of Medicine
School of Nursing
香港大學護理學院

 Breastfeeding Friendly Community Initiative
母乳友善社區計劃

導航母乳友善場所
齊讓母愛暢通無阻



#母乳GPS
Breastfeeding

立即免費下載!



Download on the App Store

GET IT ON Google Play



Outreach Partnerships

2023 June

- Dr. Sharon Ho, Ms. Connie M.Y. YIP @ Lactation lecture at Hong Kong Primary Care Conference 2023 (Date: June 25)
- Pre- and post-partum education organisations and service providers on 2023 June 28
 - EmpathyHKMDC
 - 天寶陪月
 - HKlovemama International Training Association
 - 港專職業訓練學院
 - 僱員再培訓局

2023 July

- Medical group with gynae services
 - OT&P
 - Central Health Medical Practice Hong Kong
 - Human Health Medical 盈健醫療
 - Quality Healthcare
 - Raffles Medical International Clinic
 - Town Health International Medical Group 康健
 - UMP Health
- Private hospitals:
 - Canossa Hospital
 - Evangel Hospital
 - Hong Kong Adventist Hospital - Stubbs Road
 - Matilda International Hospital, St Paul's Hospital
 - Gleneagles Hospital Hong Kong
 - Hong Kong Sanatorium & Hospital
 - St. Teresa's Hospital
 - The Obstetrical and Gynaecological Society of Hong Kong



Expanding to Mainland

- WeChat article placement
 - Expected publication date: July 30, 2023
- Potential partnership with 天家號, a medical companion service provider for mainland mothers travelling to HK
- Impact: 5% of website visitors are from China

搜寻结果 共有 507 个设施符合条件

-  香港大学本部校园 
薄扶林 217 米 3.0 ★
-  赞育医院
西营盘 534 米

bfGPS app in
Simplified Chinese



Annual World Breastfeeding Week (Aug 1-7)

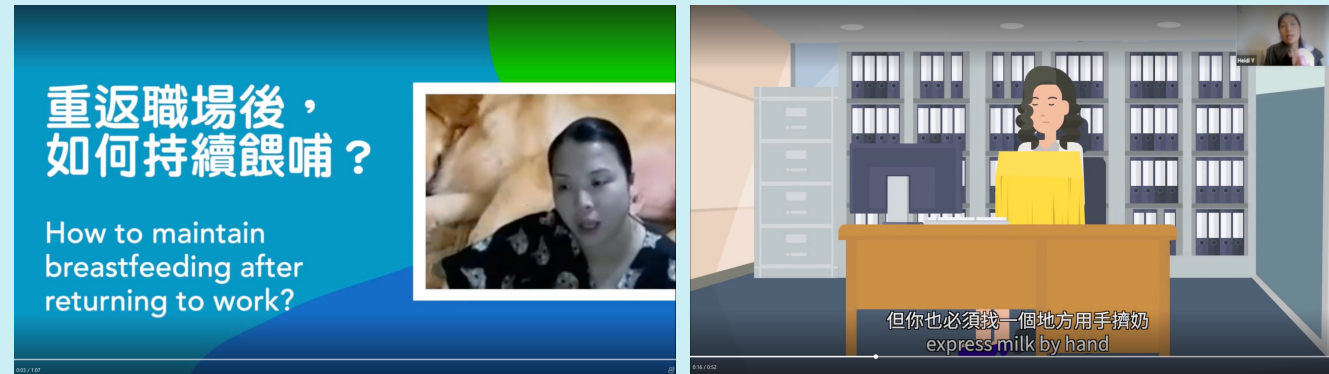
WBW 2022

- [World Breastfeeding Week Online Campaign](#)
- Platform: Facebook, Instagram
- [Video](#)



WBW 2023

- Theme: Workplace
1. Video series
 - Topics: Tips for working mums on how to maintain breastfeeding after maternity leave
 - Platform: Facebook, Instagram, YouTube



2. Health column on Hong Kong Economic Journal

- Topic: tips on how to create a bf-friendly workplace (Expected publication date: 2023 July 26)

Community education



Online mother workshops

- No of participants (2022 June 30-2023 June 30): >500

Social media channels

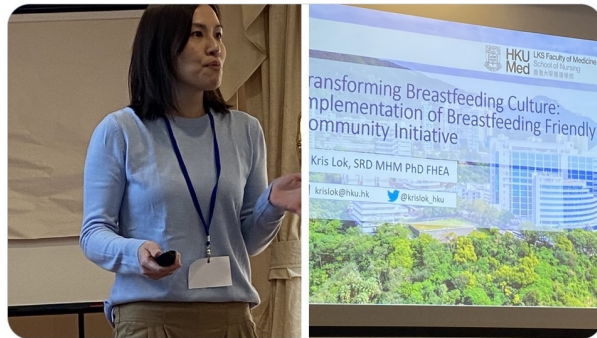
- Research-supported knowledge, presented in the form of bilingual bite-sized videos and easy-to-understand infographics
- Promote benefits of breastfeeding

Impact

- Successfully reached out to a broad spectrum of audience including experts and the general public, across different age groups, in Hong Kong and overseas
- Attracted media attention (both Chinese and English media outlets)

Knowledge Exchange activities: International Conferences

International conferences organized/participated to showcase the KE outcomes and impacts to various stakeholders and the community globally.



MAINN Conference UK
April 19–21st 2023



ICBM Conference, Canada
Aug 23–26, 2023



**American Public Health
Association, Annual
Meeting, Atlanta US**
Nov 12–15, 2023