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

<table>
<thead>
<tr>
<th>Location</th>
<th>Views</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taiwan</td>
<td>37,873</td>
<td>39.7%</td>
</tr>
<tr>
<td>UK</td>
<td>34,435</td>
<td>36.1%</td>
</tr>
<tr>
<td>HK</td>
<td>14,729</td>
<td>15.4%</td>
</tr>
<tr>
<td>US</td>
<td>2,622</td>
<td>2.8%</td>
</tr>
<tr>
<td>Canada</td>
<td>2,299</td>
<td>2.4%</td>
</tr>
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</table>

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48.5%</td>
</tr>
<tr>
<td>Female</td>
<td>51.5%</td>
</tr>
</tbody>
</table>

Age group

<table>
<thead>
<tr>
<th>Age group</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0.1%</td>
</tr>
<tr>
<td>18-24</td>
<td>19.4%</td>
</tr>
<tr>
<td>25-34</td>
<td>31.5%</td>
</tr>
<tr>
<td>34-44</td>
<td>30.2%</td>
</tr>
<tr>
<td>45-54</td>
<td>18.9%</td>
</tr>
<tr>
<td>55-64</td>
<td>0.1%</td>
</tr>
<tr>
<td>65+</td>
<td>0.1%</td>
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Gender

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As of 2023 June 26

• Subscribers: 203
• Views: 95,000

Location

12AM-1AM: 3152 views

YouTube does not indicate the location of these viewers, but it is likely that the views from 12AM to 5AM are from audience outside HK.

Geography

<table>
<thead>
<tr>
<th>Age group</th>
<th>Views</th>
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<tbody>
<tr>
<td>13-17</td>
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<td>19.4%</td>
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<tr>
<td>34-44</td>
<td>30.2%</td>
</tr>
<tr>
<td>45-54</td>
<td>18.9%</td>
</tr>
<tr>
<td>55-64</td>
<td>0.1%</td>
</tr>
<tr>
<td>65+</td>
<td>0.1%</td>
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<td>48.5%</td>
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</tr>
</tbody>
</table>

Average channel views by hour

As of 2023 June 26

• Subscribers: 203
• Views: 95,000
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

[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

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

2023 Feb
Bettina Ding 2 months ago
Thanks! Very useful videos!!

URL: https://youtu.be/69da3pziRZg
BFCI Website

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

• [https://bfci.hku.hk/](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

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

<table>
<thead>
<tr>
<th>Language</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>169</td>
</tr>
<tr>
<td>Chinese</td>
<td>74</td>
</tr>
</tbody>
</table>

243
100% of total
Instagram

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

Age group

<table>
<thead>
<tr>
<th>Age group</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>3.3%</td>
<td>0.9%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>45.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>34-44 years</td>
<td>34.7%</td>
<td>2.4%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>1.8%</td>
<td>0.4%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>0.7%</td>
<td>0.4%</td>
</tr>
<tr>
<td>65+ years</td>
<td>4.0%</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HK</td>
<td>84.2%</td>
</tr>
<tr>
<td>Kenya</td>
<td>4.1%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>2%</td>
</tr>
<tr>
<td>UK</td>
<td>1.5%</td>
</tr>
<tr>
<td>Canada</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>90.4%</td>
</tr>
<tr>
<td>Male</td>
<td>9.6%</td>
</tr>
</tbody>
</table>

(1) Breastfeeding videos

- Video title: 乳你分享：正確餵哺姿勢
  - URL: https://www.instagram.com/tv/Cfc9aXpIJA/?igshid=NTc4MTlwNjQ2YQ==

(2) Quick breastfeeding tips

- Topic: Storage temperature of expressed breastmilk
  - URL: https://www.instagram.com/p/CrUi45BJ6o2/?igshid=NTc4MTlwNjQ2YQ==
# Facebook

[https://www.facebook.com/bfGPS](https://www.facebook.com/bfGPS)

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

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### Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>HK</td>
<td>80%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>15.9%</td>
</tr>
<tr>
<td>UK</td>
<td>1.8%</td>
</tr>
<tr>
<td>Canada</td>
<td>0.7%</td>
</tr>
<tr>
<td>Australia</td>
<td>0.6%</td>
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</tbody>
</table>

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### Age group

<table>
<thead>
<tr>
<th>Age group</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>2.3%</td>
<td>0.5%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>37.3%</td>
<td>2.3%</td>
</tr>
<tr>
<td>34-44 years</td>
<td>45.1%</td>
<td>3.4%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>4.5%</td>
<td>0.6%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>0.8%</td>
<td>0.3%</td>
</tr>
<tr>
<td>65+ years</td>
<td>2.7%</td>
<td>0.2%</td>
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### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>92.7%</td>
</tr>
<tr>
<td>Male</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

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As of 2023 June 15:

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

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Facebook reach: 317,458 ↑ 100%
**Promotional materials**

- **A5 leaflet version 2**

<table>
<thead>
<tr>
<th>Materials</th>
<th>No of copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5 leaflets (ver 1)</td>
<td>3700</td>
</tr>
<tr>
<td>A5 leaflets (ver 2)</td>
<td>TBC</td>
</tr>
<tr>
<td>A3 posters</td>
<td>56</td>
</tr>
<tr>
<td>Stickers</td>
<td>TBC</td>
</tr>
</tbody>
</table>

- **Sticker**

**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

• Sing Tao Headline
  • Title: 國際母乳哺育周 | 年輕媽媽時代廣場前餵母乳「露胸」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

• 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
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
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 mainlander mothers travelling to HK

- Impact: 5% of website visitors are from China

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