



IFF Research

Infant Feeding Survey 2010/11

Summary presentation



NHS

The
Information
Centre

for health and social care

<http://data.gov.uk/dataset/infant-feeding-survey-2010>

An overview

- Commissioned by HSCIC, on behalf of the UK Health Departments, and conducted by IFF Research in partnership with Professor Mary Renfrew of the University of Dundee
 - The research has been conducted every 5 years since 1975
- Mothers were asked to complete a questionnaire at three points in their baby's first year:
 - Stage 1: 4-10 weeks
 - Stage 2: 4-6 months
 - Stage 3: 8-10 months
 - Mothers were given the choice of responding on paper or online...
 - ...and at Stages 2 and 3 non-responders were followed up by telephone or face-to-face

	Achieved sample	Response rate
Stage 1	15724	51%
Stage 2	12565	80%
Stage 3	10768	86%

Spotlight on sampling

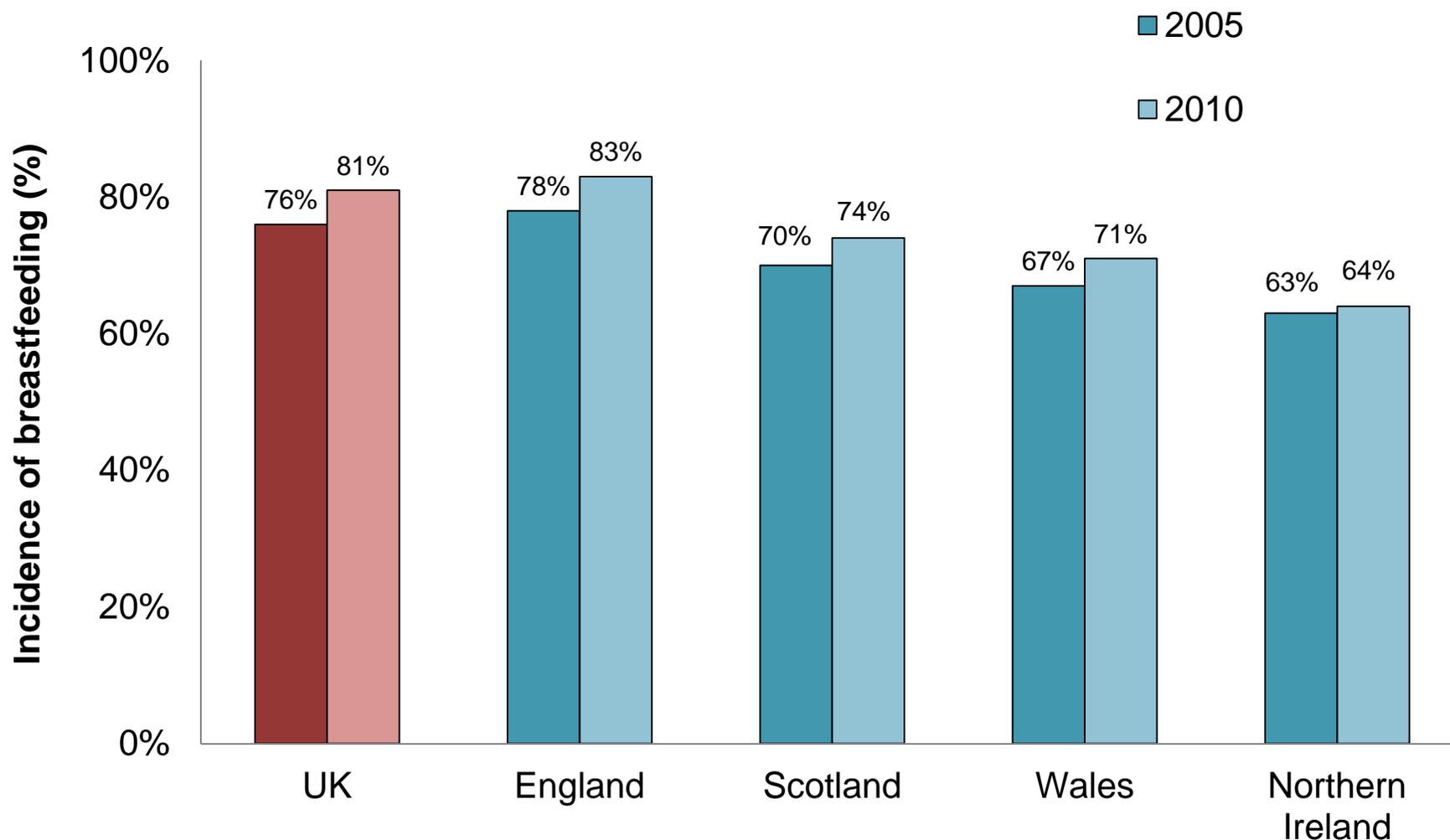


- A sample of mothers was drawn from birth registration records, for births between August and October 2010
- To ensure robust base sizes in each UK nation, mothers in Scotland, Wales and NI were oversampled
 - All births in Wales and Northern Ireland in the sample period were included
 - In England and Scotland, records were drawn at random, with mothers from the most deprived quintile over-sampled
- At Stage 1, the data were weighted by country, age and deprivation quintile (to correct for over-sampling of the devolved nations and non-response bias). Further weights were applied at Stages 2 and 3 to ensure that the survey was representative.

- Challenges:
 - Number of births could not be known in advance so required continuous reviewing
 - Batches had to be timed so that babies would be 4-10 weeks old when mother responded
 - At stages 2 and 3 batching needed to balance both age of baby and length of time since filled in previous stage

Incidence of breastfeeding - % of babies who were breastfed initially

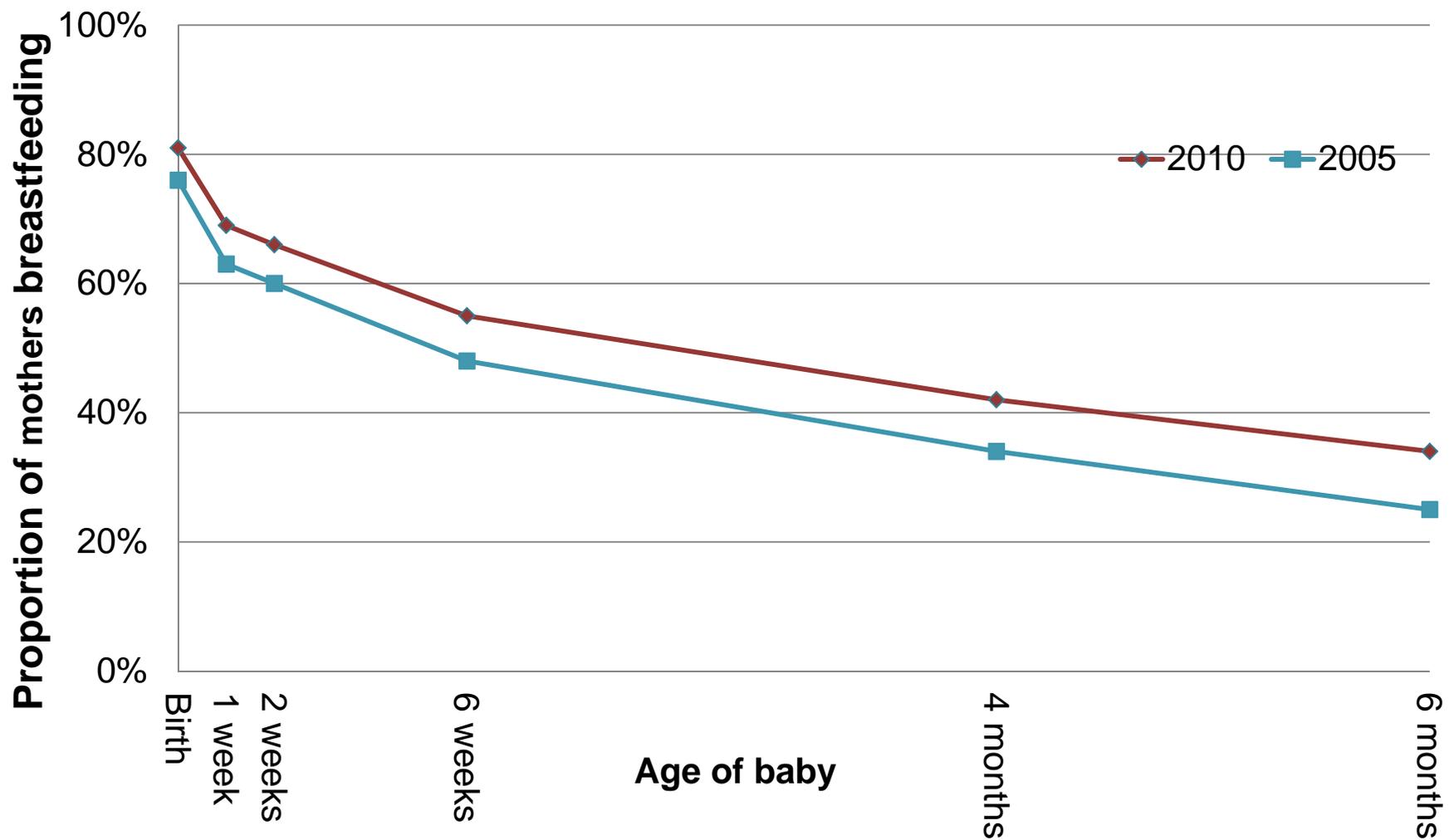
The incidence of breastfeeding has increased since 2005 in England, Scotland and Wales (as well as at UK level)



Base: All Stage 1 mothers; UK 2010 (15724), 2005 (12290); England 2010 (7336), 2005 (6075); Scotland 2010 (3107), 2005 (2194); Wales 2010 (2633), 2005 (2135); Northern Ireland 2010 (2648), 2005 (1886);

Prevalence of breastfeeding at ages up to 6 months

The prevalence of breastfeeding fell from 81% at birth to 69% at one week and to 34% by six months. Mothers continued to breastfeed for longer in 2010 than was the case in 2005



Base: All Stage 3 mothers; UK 2010 (10,768), 2005 (9416)

Key characteristics of UK mothers more likely to initiate breastfeeding and still be breastfeeding at 2 and 6 weeks

Common factors for initiation and prevalence of breastfeeding at 2 and 6 weeks

Mother's demographics

Non-white

Managerial and professional occupation

Older (aged 30+)

Wider breastfeeding experience

Mother herself was only breastfed as a baby

Mother's friends only breastfed their babies

Experience of breastfeeding a previous child

Factors for initiation

Interventions

Mother helped to put baby to the breast in first few days

Had skin-to-skin contact within 24 hours of birth

Aware of the health benefits of breastfeeding

Had it explained how to recognise that the baby was getting enough milk

Factors for prevalence at 2 and/or 6 weeks

Breastfeeding 'behaviour'

Exclusive breastfeeding the previous week (1 or 5 weeks depending on time point)

Interventions

Use/awareness of help from a breastfeeding support group/voluntary organisation/peer supporter

Receiving help with problems experienced after leaving hospital

Topics covered

- How many women start breastfeeding and how long they continue for
- Duration of exclusive breastfeeding
 - Introduction of formula / follow-on formula and other drinks
 - Bottle feeding safety
- Choice of feeding methods – intentions and reasons
 - How birth experiences affect feeding choices
- Problems with feeding and help/support given
- Introduction of solid foods – what and when
- Feeding outside the home
 - After the return to work / in public places
- Sources of health information
 - What mothers are told, when and by who
- Dietary supplements taken by mother and baby
- Smoking and drinking during pregnancy

New

Healthy Start Scheme Multiple births

Also questions on:

- Skin to skin contact
- How many weeks into pregnancy the baby was born (to identify premature babies)
- Allergies (including consumption of peanuts)
- Confidence feeding baby in front of others
- Dummy usage





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<http://www.ic.nhs.uk/pubs/infantfeeding10final>

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