

Wauwatosa Health Department 2010 BREASTFEEDING SURVEY THEMES

Methodology

With the many known benefits for infants, children and mothers, protecting, promoting and supporting breastfeeding is a key strategy to improving the health of mothers and their children. In the fall of 2010, the Wauwatosa Health Department (WHD) developed a survey questionnaire to assess the breastfeeding and infant feeding practices of Wauwatosa families. The survey utilized questions from the Centers for Disease Control and Prevention's (CDC) National Immunization Survey. The survey asked for minimal demographic information on the mothers, breastfeeding practices, barriers to breastfeeding, and infant feeding practices. The WHD randomized a list of Wauwatosa families with a child born in 2008 to be contacted via telephone for the retrospective survey. A random power sample of 54 families was needed for a valid survey.



Demographics

A total of 54 Wauwatosa mothers of babies born in 2008 were surveyed. The mother's age ranged from 21 to 43 years with a median age of 32 years. 94.4% of the moms described themselves as non-Hispanic white, and 18.5% of the families were below 185% of the U.S. federal poverty level.

Results

- ↑ 88.9% of Wauwatosa mothers initiated breastfeeding. This is better than the national and Wisconsin average of 75.0% and 76.3% respectively and exceeds the federal *Healthy People 2020* goal of 81.9%.
- ↑ 51.9% of Wauwatosa infants were breastfed for at least 6 months as compared to 43.0% and 48.1% of the infants nationally and in Wisconsin respectively.
- ↓ 22.2% of Wauwatosa infants were breastfed for 12 months as compared to 22.4% and 23.5% of the infants nationally and in Wisconsin respectively.
- ↔ 37.0% of Wauwatosa infants were *exclusively* breastfed for 3 months which is higher than the national average of 33.0% but lower than Wisconsinites at 39.3%.
- ↑ 22.2% of Wauwatosa infants were *exclusively* breastfed for 6 months which exceeded the national and Wisconsin averages of 13.3% and 16.4% respectively.
- ↑↓ No infants were given foods or liquids other than breast milk or formula under age 3 months. 57% of the infants were introduced to other liquids or foods between ages 3 and 6 months.
- * 32% of the Wauwatosa mothers stopped breastfeeding due to a perceived insufficient milk supply while 11% cited returning to work as a barrier. No moms identified community barriers as a reason to stop breastfeeding.



Healthy Community
Value to You
❖
Wauwatosa Health Department