

Wauwatosa Health Department 2013 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 summer and fall of 2013, 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; supplemental questions were based on the Odom, et al, research "Reasons for Earlier Than Desired Cessation of Breastfeeding."¹ 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 2011 to be contacted via telephone for the retrospective survey. A random power sample of 82 families was needed for a valid survey.



¹Odom, et al, "Reasons for Earlier Than Desired Cessation of Breastfeeding", *Pediatrics*, 2013; 131; e726, p. 729. <http://pediatrics.aappublications.org/content/131/2/e726.full.html>

Demographics

A total of 86 Wauwatosa mothers of babies born in 2011 were surveyed. 95.3% of the moms described themselves as white and 97.5% as non-Hispanic. 7.4% of the families were below 185% of the U.S. federal poverty level.

Results

- ▲ 97.7% of Wauwatosa mothers initiated breastfeeding. This is better than the national and Wisconsin average of 75.5% and 76.5% respectively and exceeds the federal *Healthy People 2020* goal of 81.9%.
- 10.7% of Wauwatosa infants were *exclusively* breastfed for 12 months. This was lower than the national and Wisconsin averages of 16.4% and 15.3% respectively and below the federal *Healthy People 2020* goal of 25.5%
- ↔ 70.2% of the infants were fed anything other than breast milk or formula between ages 3 and 6 months. The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding through 6 months of age. AAP, "Policy Statement: Breastfeeding and the Use of Human Milk", *Pediatrics*, 2012; 129; e827-e841.
- ↔ 35.9% of the Wauwatosa mothers stopped breastfeeding due to various difficulties in their daily routine.
- ▲ 28.2% of the Wauwatosa mothers stopped breastfeeding due to a perceived insufficient milk supply. This was an improvement from 32% of moms stopping in 2010.



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