

# City of Wauwatosa Health Department 2014 INFANT FEEDING 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 2014, 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."<sup>1</sup> 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 2012 to be contacted via telephone for the retrospective survey. A random power sample of 84 families was needed for a valid survey.



<sup>1</sup>Odom, 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 88 Wauwatosa mothers of babies born in 2012 were surveyed. 93.2% of the moms described themselves as white and 95.5% as non-Hispanic. 13.6% of the families were below 185% of the U.S. federal poverty level.

## Results

- ▲ 92.0% of Wauwatosa mothers initiated breastfeeding. This is better than the national and Wisconsin average of 83.5% and 79.2% respectively and exceeds the federal *Healthy People 2020* goal of 81.9%.<sup>2</sup>
- ▲ 88.6% of Wauwatosa infants were *exclusively* breastfed for 3 months. This was higher than the national and Wisconsin averages of 40.7% and 48.0% respectively and the federal *Healthy People 2020* goal of 46.2%.<sup>2</sup>
- ▲ 81.8% of Wauwatosa infants were breastfed for 6 months. This was higher than the national and Wisconsin averages of 49.4% and 54.9% respectively and the federal *Healthy People 2020* goal of 60.6%.<sup>2</sup>
- ↔ 37.5% of the Wauwatosa mothers stopped breastfeeding due to various difficulties in their daily routine.
- 33.0% of the Wauwatosa mothers stopped breastfeeding due to a perceived insufficient milk supply or difficulty pumping. This was an regression from 28.2% of moms stopping in 2013 and 32% from 2010 .



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<sup>2</sup> Breastfeeding Report Card: United States 2014, CDC, <http://www.cdc.gov/breastfeeding/data/>