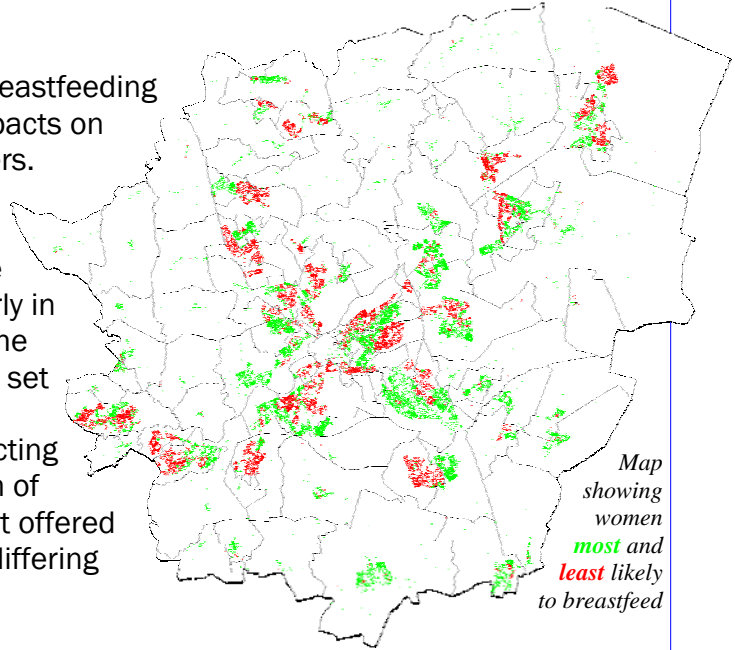




Breastfeeding in Doncaster

Aims

There is a wealth of evidence that breastfeeding babies has wide-ranging positive impacts on the health of babies and their mothers. Doncaster has poor rates of breastfeeding, compared with many other parts of the UK, and aims to improve the rates of breastfeeding, particularly in more deprived communities where the rates are particularly low. This study set out to reveal some of the socio-economic factors which may be affecting the breastfeeding rates, with the aim of helping services to target the support offered to mothers more effectively in their differing home circumstances.



Tailoring services to local needs

What we did

We used *nkm* matching techniques to link data on breastfeeding (on discharge from hospital) with socio-economic data from administrative data sets. From these matched data we identified the factors which are associated with higher or lower breastfeeding rates. We then assessed all women of child-bearing age (15-44) using these risk factors to identify the areas where mothers are more and less likely to breastfeed if and when they become mothers.

Results

The analysis showed significant associations between breastfeeding rates and several socio-economic indicators. Overall, 43% of the babies were being breastfed on discharge from hospital. The

Row	council tax band A	single parent household	living in social housing	teenage mother	number in category	% breast-feeding on discharge	95% confidence interval
1					5,246	62.7	(61.3, 64.0)
2		Y			833	60.5	(57.1, 63.8)
3	Y				6,115	41.5	(40.2, 42.7)
4	Y	Y			1,969	39.2	(37.0, 41.4)
5	Y		Y		1,836	27.8	(25.8, 29.9)
6				Y	117	24.8	(17.3, 33.6)
7	Y			Y	705	24.3	(21.1, 27.6)
8	Y	Y	Y		1,377	24.1	(21.9, 26.5)
9	Y	Y		Y	293	21.5	(16.9, 26.7)
10	Y		Y	Y	491	17.5	(14.3, 21.2)
11	Y	Y	Y	Y	345	16.8	(13.0, 21.2)
total	8,361	13,131	4,857	4,064	19,370	43.2	(42.5, 43.9)

statistical model suggests the odds of

Risk factor segmentation of Doncaster population according to breastfeeding status. Base: Child Health records with breastfeeding on discharge recorded

breastfeeding are reduced by 57% if the mother lives in a council tax band A house, 55% if she is under 20 years old, 46% if she lives in social housing and 11% if she is a single mother. These factors all had independent effects on the rates. The table shows the numbers of babies in the study with each combination of factors and the actual breastfeeding rates (categories with small numbers have been omitted).

The map shows the results of mapping the risk assessments across all women of child-bearing age in Doncaster. There are clear areas of higher and lower risk of not breastfeeding. In order to tackle the resulting inequalities in health, services may be able to offer targeted help and support at these areas of greatest need.