

Isle of Wight Joint Strategic Needs Assessment:**2011**

Domain: Lifestyles & Health Improvement
Sub-Domain: Healthy Eating
Indicator: Breast-Feeding Initiation

please click on number below to go to required dataset

Dataset Number	Dataset
<u>1</u>	Breast-Feeding Initiation: Isle of Wight compared with England and South Central Strategic Health Authority
<u>2</u>	Breast-Feeding Initiation: Isle of Wight compared with ONS Coastal and Countryside Comparator Group of PCTs
<u>3</u>	Breast-Feeding at 6-8 Weeks: Isle of Wight compared with England and South Central Strategic Health Authority by year
<u>4</u>	Breast-Feeding at 6-8 Weeks: Isle of Wight compared with England and South Central Strategic Health Authority by quarter
<u>5</u>	Breast-Feeding at 6-8 Weeks: Isle of Wight compared with ONS Coastal and Countryside Comparator Group of PCTs
<u>6</u>	Breast-Feeding Drop-Off Rate: Isle of Wight compared with England and South Central Strategic Health Authority
<u>7</u>	Breast-Feeding at 6-8 Weeks: Isle of Wight by Children's Centre Catchment Area
<u>8</u>	Breast-Feeding at 6-8 Weeks: Isle of Wight by Local Deprivation Quintile
<u>9</u>	Breast-Feeding at 6-8 Weeks: Isle of Wight by Age of Mother

Isle of Wight Joint Strategic Needs Assessment:

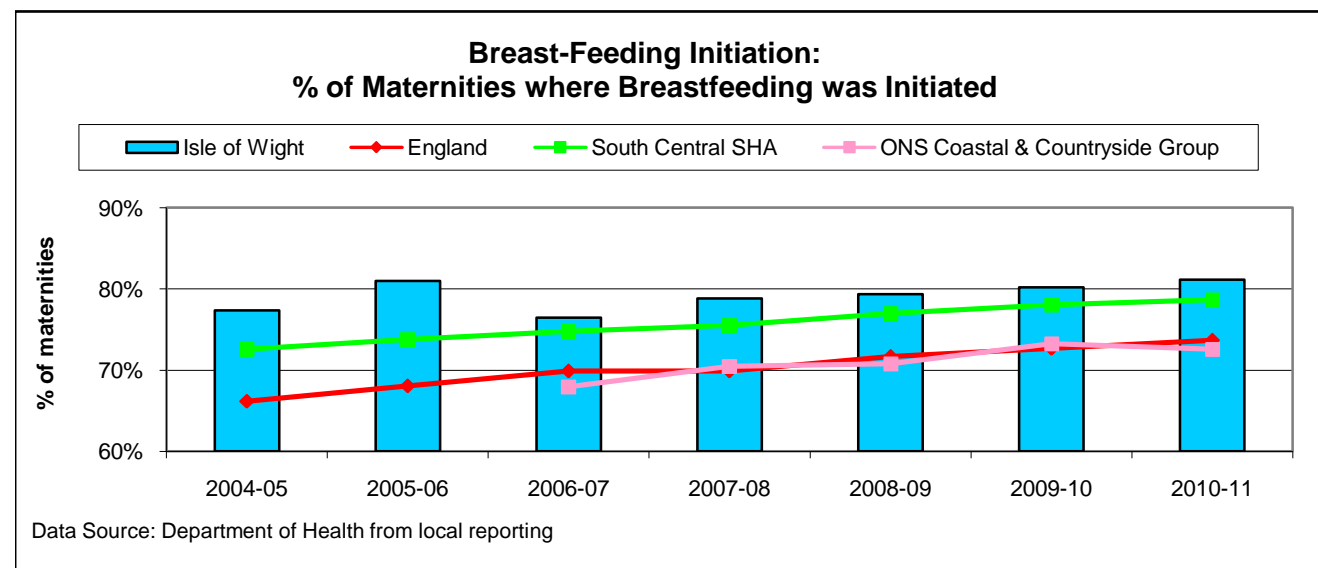
2011

Domain: Lifestyles & Health Improvement
Sub-Domain: Healthy Eating
Indicator: Breast-Feeding Initiation

Data Source: Department of Health
Indicator definition: [see below](#)

Breast-Feeding Initiation: % of Maternities where Breast-Feeding was Initiated

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
England	66.2%	68.1%	69.9%	69.9%	71.7%	72.7%	73.7%
South Central Strategic Health Authority	72.6%	73.8%	74.8%	75.5%	77.0%	78.0%	78.7%
Isle of Wight	77.3%	81.0%	76.4%	78.8%	79.3%	80.2%	81.1%
ONS Coastal and Countryside Group			68.0%	70.5%	70.8%	73.3%	72.6%



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Initiation
Definition:	% of Maternities (births) where Breast-Feeding was Initiated
Numerator (number of people or events)	Number of maternities (births) where breast-feeding was initiated.
Denominator (total population or events)	Total number of maternities (births)
Geographic Coverage	Primary Care Trust
Time period	As shown above
Data Source(s)	Department of Health from local reporting http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/StatisticalWorkAreas/Statisticalpublichealth/DH_124185
Significance for Health	Higher rates are associated with better health for infants. Lower rates are associated with worse health for infants.
Factors that might affect the Accuracy of this Indicator	

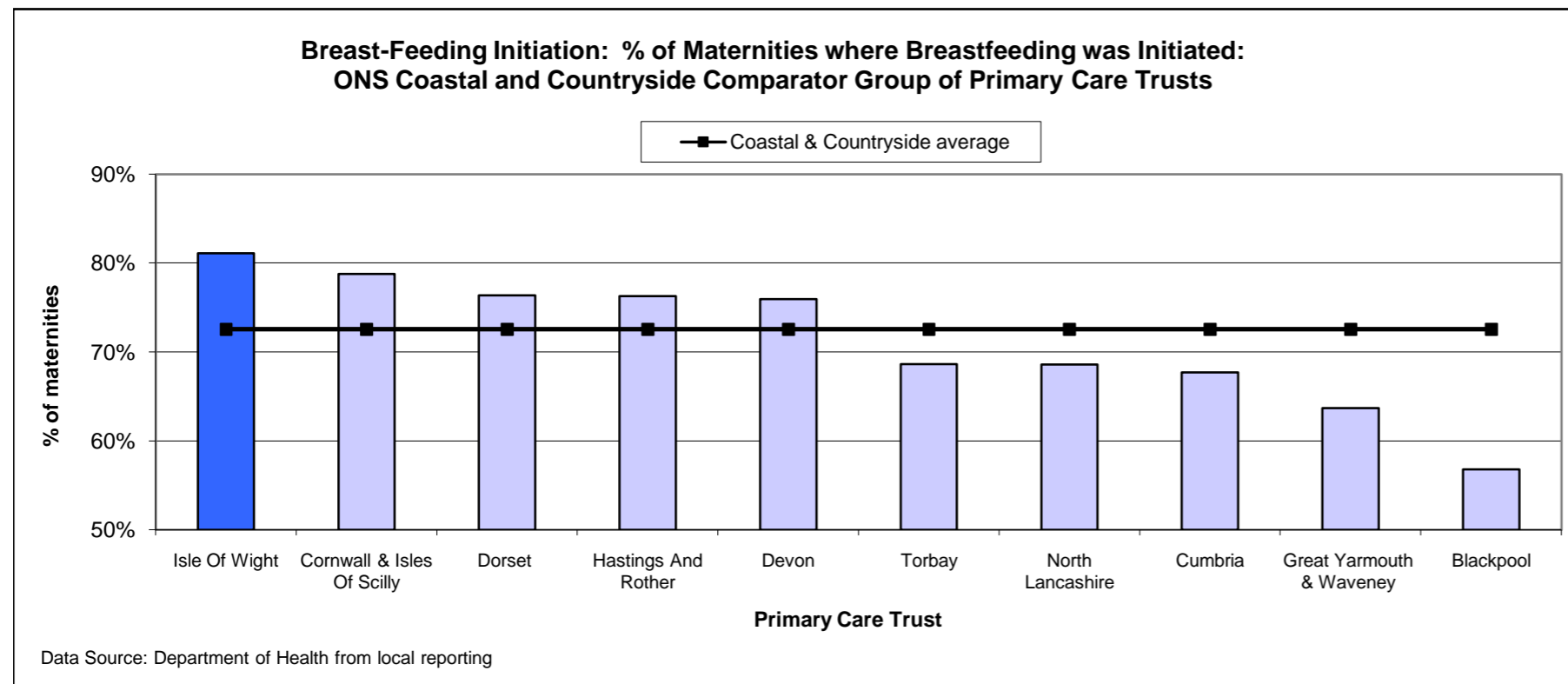
Isle of Wight Joint Strategic Needs Assessment: 2011

Domain: Lifestyles & Health Improvement
Sub-Domain: Healthy Eating
Indicator: Breast-Feeding Initiation

Data Source: Department of Health
Indicator definition: [see below](#)

**Breast-Feeding Initiation: % of Maternities where Breast-Feeding was Initiated, 2010-11
Isle of Wight compared with ONS 'Coastal and Countryside' Comparator Group of Primary Care Trusts**

Primary Care Trust	Breast-Feeding Initiation Rate
Isle Of Wight	81.1%
Blackpool	56.8%
Cumbria	67.7%
North Lancashire	68.6%
Great Yarmouth & Waveney	63.7%
Hastings & Rother	76.3%
Cornwall & Isles Of Scilly	78.8%
Devon	75.9%
Dorset	76.4%
Torbay	68.6%
ONS Coastal & Countryside average	72.6%



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Initiation
Definition:	% of Maternities (births) where Breast-Feeding was Initiated
Numerator (number of people or events)	Number of maternities (births) where breast-feeding was initiated.
Denominator (total population or events)	Total number of maternities (births)
Geographic Coverage	Primary Care Trust NB: The Office of National Statistics (ONS) produces the 2001 Area Classification, which is used to group together geographic areas (both Local Authorities and NHS Primary Care Trusts) according to key characteristics common to the population in that grouping. The Isle of Wight falls into the 'Coastal and Countryside' Group.
Time period	As shown above
Data Source(s)	Department of Health from local reporting http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/StatisticalWorkAreas/Statisticalpublichealth/DH_124185
Significance for Health	Higher rates are associated with better health for infants. Lower rates are associated with worse health for infants.
Factors that might affect the Accuracy of this Indicator	

Isle of Wight Joint Strategic Needs Assessment:

2011

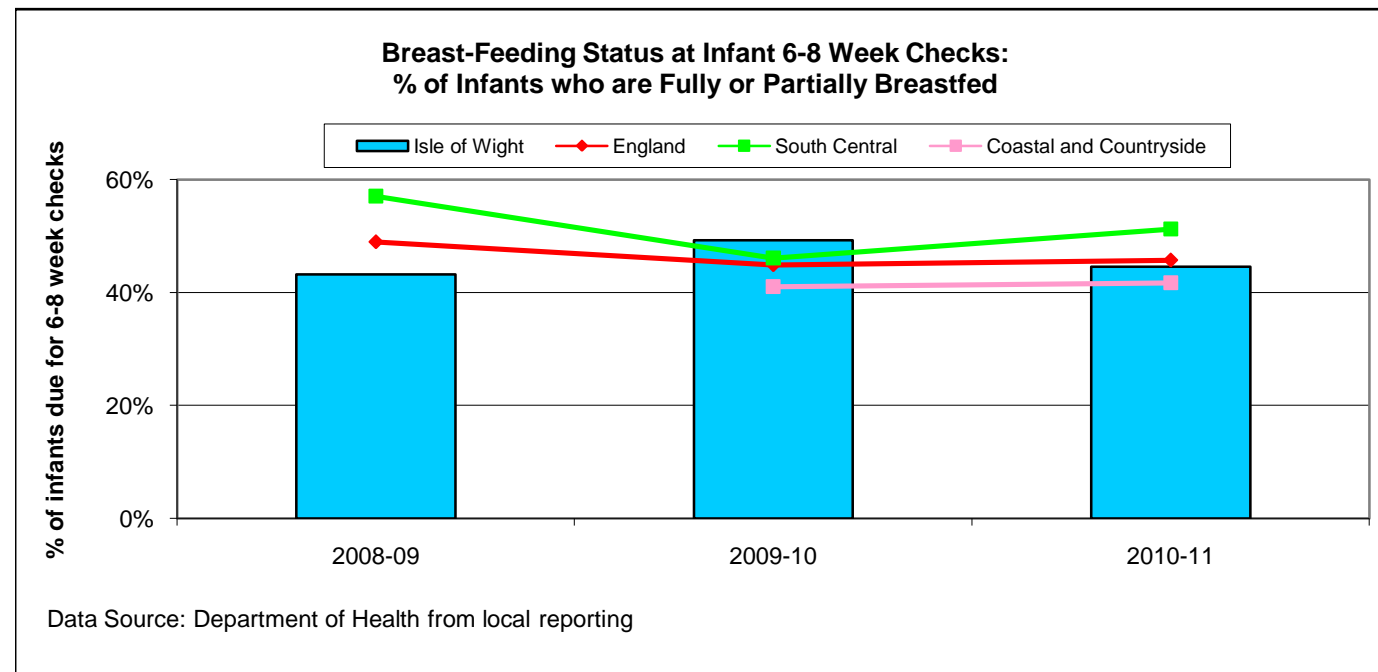
Domain: Lifestyles & Health Improvement
Sub-Domain: Healthy Eating
Indicator: Breast-Feeding at 6-8 Weeks

Data Source: Department of Health
Indicator definition: [see below](#)

Breast-Feeding Status at 6-8 Week Infant Checks: % of Infants who are Fully or Partly Breast-Fed: by Financial Year

	2008-09	2009-10	2010-11
England	49.0%	44.9%	45.7%
South Central Strategic Health Authority	57.1%	46.1%	51.2%
Isle of Wight	43.2%	48.8%	44.6%
ONS Coastal and Countryside Group	n/a	41.0%	41.7%

'n/a' indicates gaps in data because of data quality issues



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Status at 6-8 Weeks
Definition:	% of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Numerator (number of people or events)	Number of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Denominator (total population or events)	Number of Infants eligible for 6-8 Week Checks
Geographic Coverage	Primary Care Trust
Time period	As shown above
Data Source(s)	Department of Health from local reporting http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/StatisticalWorkAreas/Statisticalpublichealth/DH_124185 NB: data is published by quarter and not by year - annual figures have been calculated locally.
Significance for Health	Higher rates are associated with better health for infants. Lower rates are associated with worse health for infants.
Factors that might affect the Accuracy of this Indicator	This data collection began in April 2008, and early data quality issues affect the comparability of the prevalence estimates over time, in particular 2008-09 data compared with subsequent years, and comparisons between areas during 2008-09. The full year 2008-09 data above has been calculated locally from published

Isle of Wight Joint Strategic Needs Assessment:

2011

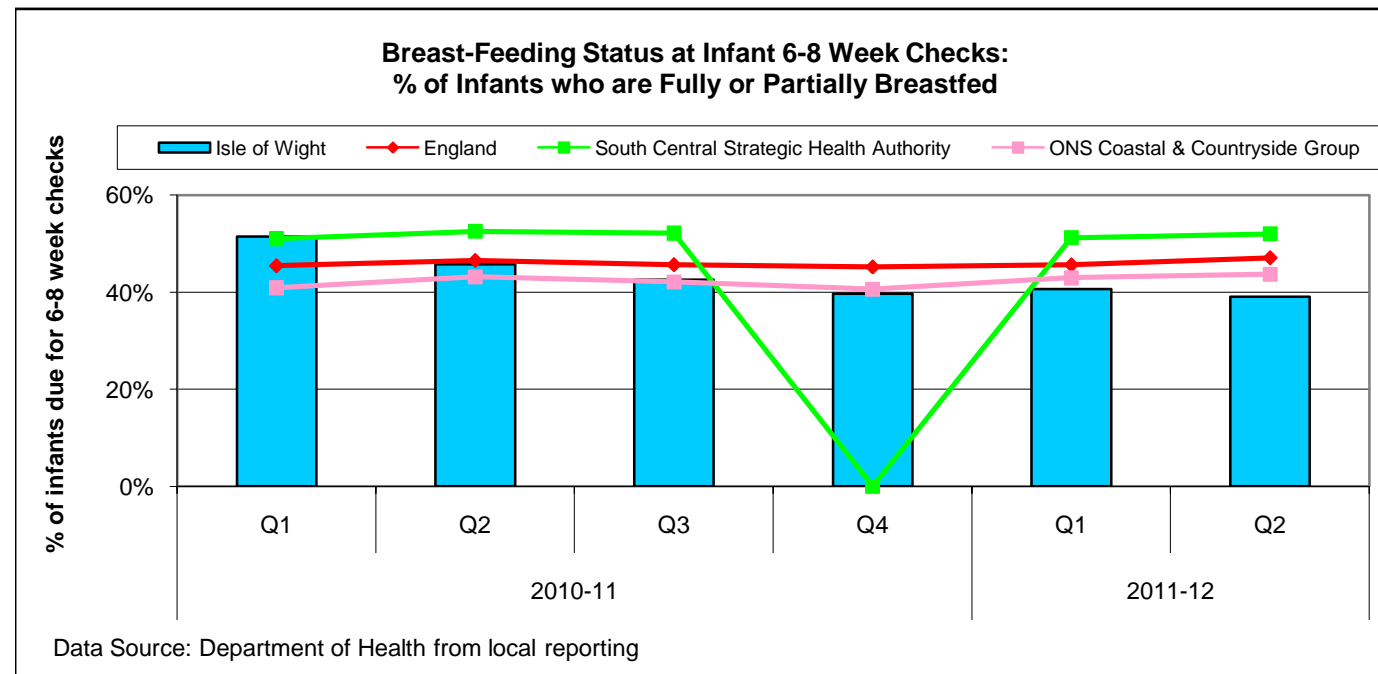
Domain: Lifestyles & Health Improvement
Sub-Domain: Healthy Eating
Indicator: Breast-Feeding at 6-8 Weeks

Data Source: Department of Health
Indicator definition: [see below](#)

Breast-Feeding Status at 6-8 Week Infant Checks: % of Infants who are Fully or Partly Breast-Fed: by Quarter

	2010-11				2011-12	
	Q1	Q2	Q3	Q4	Q1	Q2
England	45.4%	46.5%	45.7%	45.2%	45.6%	47.1%
South Central Strategic Health Authority	51.0%	52.5%	52.1%	n/a	51.2%	52.0%
Isle of Wight	51.5%	45.7%	42.6%	39.7%	40.7%	39.1%
ONS Coastal & Countryside Group	40.9%	43.2%	42.1%	40.6%	42.9%	43.7%

'n/a' indicates gaps in data because of data quality issues



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Status at 6-8 Weeks - by Quarter: 2010-11 and 2011-12 Qs 1-2
Definition:	% of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Numerator (number of people or events)	Number of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Denominator (total population or events)	Number of Infants eligible for 6-8 Week Checks
Geographic Coverage	Primary Care Trust
Time period	As shown above
Data Source(s)	Department of Health from local reporting http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/StatisticalWorkAreas/Statisticalpublichealth/DH_124185 NB: data is published by quarter and not by year - annual figures have been calculated locally.
Significance for Health	Higher rates are associated with better health for infants. Lower rates are associated with worse health for infants.
Factors that might affect the Accuracy of this Indicator	This data collection began in April 2008, and early data quality issues affect the comparability of the prevalence estimates over time, in particular 2008-09 data compared with subsequent years, and between areas during 2008-09.

Isle of Wight Joint Strategic Needs Assessment:

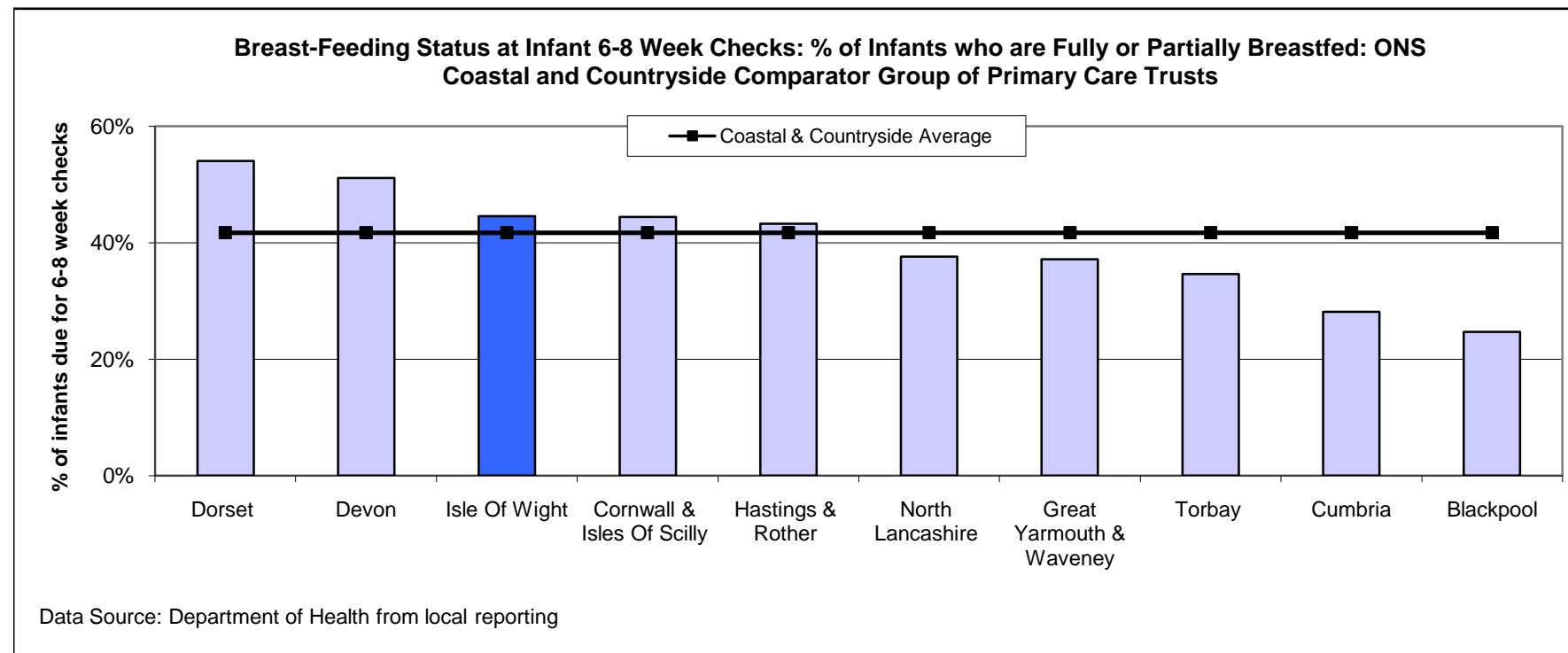
2011

Domain: Lifestyles & Health Improvement
Sub-Domain: Healthy Eating
Indicator: Breast-Feeding at 6-8 Weeks

Data Source: Department of Health
Indicator definition: [see below](#)

**Breast-Feeding Status at 6-8 Week Infant Checks: % of Infants who are Fully or Partly Breast-Fed, 2010-11
Isle of Wight compared with ONS 'Coastal and Countryside' Comparator Group of Primary Care Trusts**

Primary Care Trust	Breast-Feeding 6-8 Week Rate
Isle Of Wight	44.6%
Blackpool	24.7%
Cornwall & Isles Of Scilly	44.4%
Cumbria	28.1%
Devon	51.1%
Dorset	54.0%
Great Yarmouth & Waveney	37.1%
Hastings & Rother	43.2%
North Lancashire	37.6%
Torbay	34.6%
ONS Coastal & Countryside average	41.7%



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Status at 6-8 Weeks
Definition:	% of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Numerator (number of people or events)	Number of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Denominator (total population or events)	Number of Infants eligible for 6-8 Week Checks
Geographic Coverage	Primary Care Trust NB: The Office of National Statistics (ONS) produces the 2001 Area Classification, which is used to group together geographic areas (both Local Authorities and NHS Primary Care Trusts) according to key characteristics common to the population in that grouping. The Isle of Wight falls into the 'Coastal and Countryside' Group.
Time period	As shown above
Data Source(s)	Department of Health from local reporting http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/StatisticalWorkAreas/Statisticalpublichealth/DH_124185 NB: data is published by quarter and not by year - annual figures have been calculated locally.
Significance for Health	Higher rates are associated with better health for infants. Lower rates are associated with worse health for infants.
Factors that might affect the Accuracy of this Indicator	

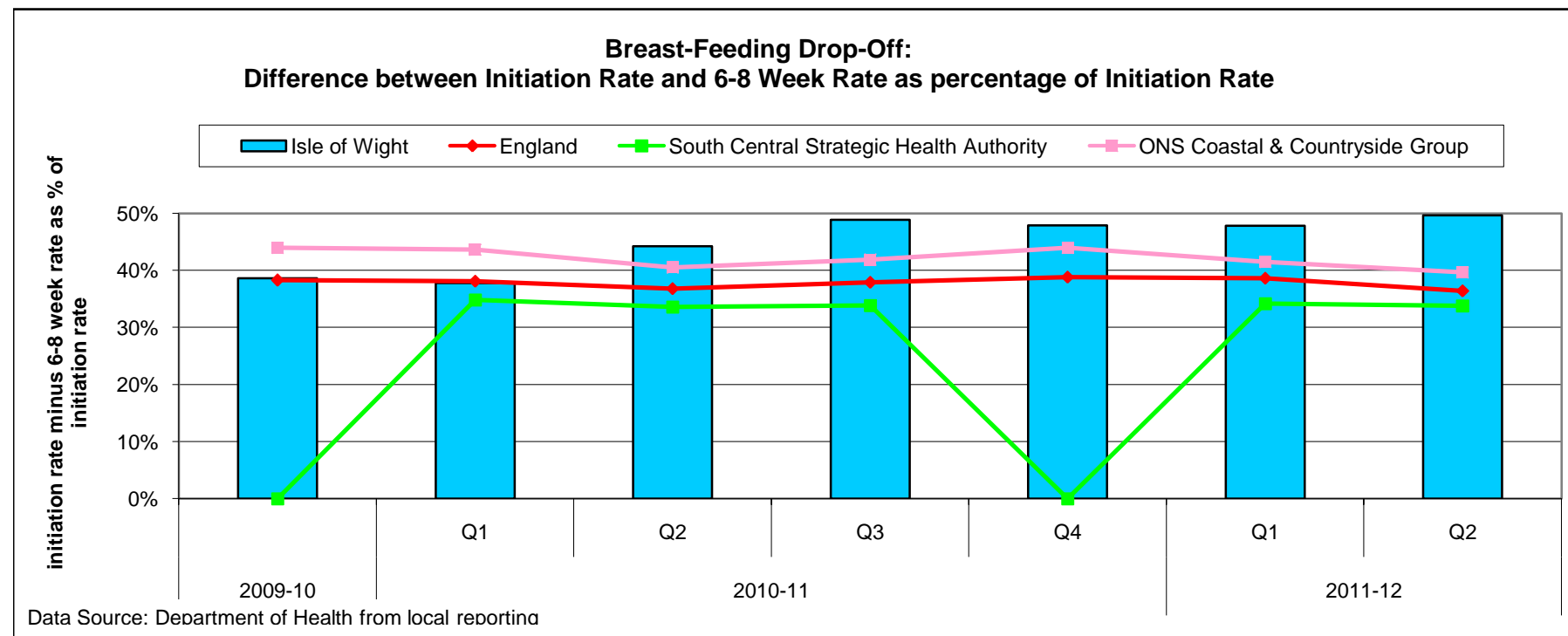
Isle of Wight Joint Strategic Needs Assessment: 2011

Domain: Lifestyles & Health Improvement
 Sub-Domain: Healthy Eating
 Indicator: Breast-Feeding Drop-Off Rate
 Data Source: Department of Health
 Indicator definition: [see below](#)

Breast-Feeding Drop-Off Rate: Initiation Rate minus 6-8 Week Rate as a Percentage of Initiation Rate

	2009-10	2010-11				2011-12	
		Q1	Q2	Q3	Q4	Q1	Q2
England	38%	38.1%	36.8%	37.9%	38.8%	38.6%	36.4%
South Central Strategic Health Authority	n/a	34.8%	33.6%	33.9%	n/a	34.2%	33.8%
Isle of Wight	39%	37.8%	44.2%	48.9%	47.9%	47.8%	49.6%
ONS Coastal & Countryside Group	44%	43.7%	40.5%	41.9%	44.0%	41.5%	39.7%

'n/a' indicates gaps in data because of data quality issues



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Drop-Off
Definition:	Difference between Breast-Feeding Initiation Rate and Breast-Feeding 6-8 week Rate as a percentage of Initiation Rate
Numerator (number of people or events)	Breast-Feeding Initiation Rate minus Breast-Feeding 6-8 Week Rate
Denominator (total population or events)	Breast-Feeding Initiation Rate
Geographic Coverage	Primary Care Trust
Time period	As shown above
Data Source(s)	Department of Health from local reporting http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/StatisticalWorkAreas/Statisticalpublichealth/DH_124185 NB: ongoing data is published by quarter and not by year.
Significance for Health	Higher drop-off rates could suggest worse health for infants. Lower drop-off rates could suggest better health for infants.
Factors that might affect the Accuracy of this Indicator	

Isle of Wight Joint Strategic Needs Assessment:

2011

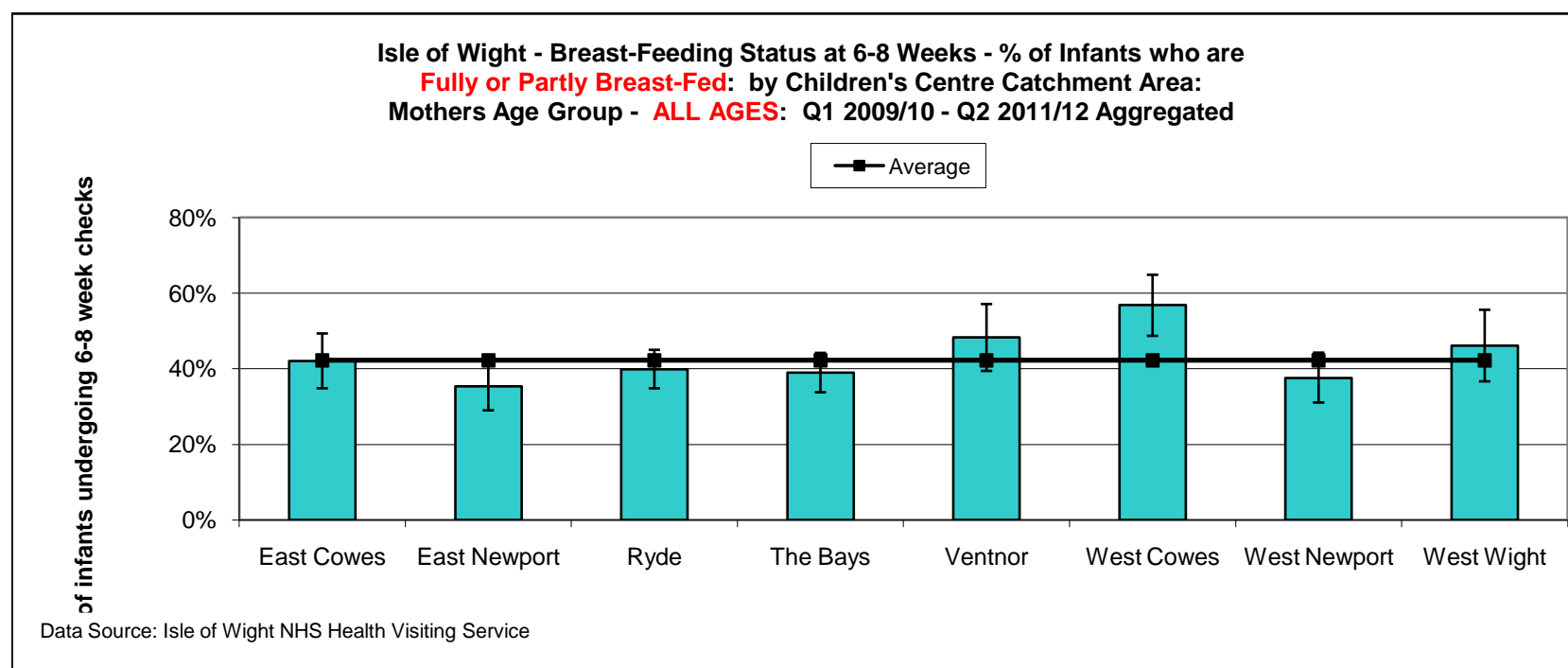
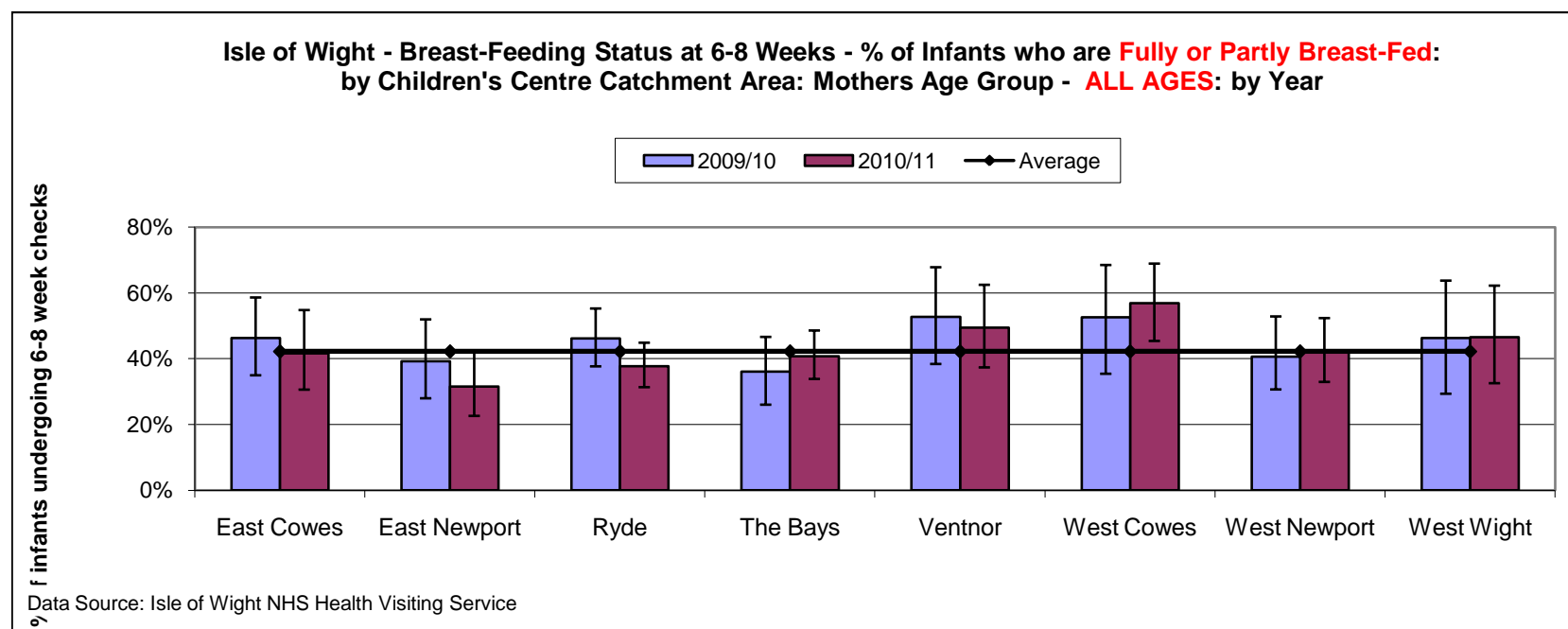
Domain: Lifestyles & Health Improvement
Sub-Domain: Healthy Eating
Indicator: Breast-Feeding at 6-8 Weeks by Children's Centre

Data Source: Isle of Wight NHS Health Visiting Service
Indicator definition: [see below](#)

Comment: Children's Centre Catchment Areas are used to show rates of breast-feeding at 6-8 weeks at a geographical level smaller than the Isle of Wight as a whole. The populations of geographical areas such as electoral wards or Lower Super Output Areas are too small for data to be robust at this level.

Breast-Feeding Status at 6-8 Week Infant Checks: % of Infants who are Fully or Partly Breast-Fed - by Children's Centre Catchment Area

Children's Centre	2009/10	2010/11	Average Q1 2009/10 - Q2 2011/12
East Cowes	46.3%	41.7%	42.0%
East Newport	39.3%	31.6%	35.4%
Ryde	46.2%	37.7%	39.9%
The Bays	36.1%	40.8%	38.9%
Ventnor	52.7%	49.4%	48.3%
West Cowes	52.6%	56.9%	56.9%
West Newport	40.6%	42.0%	37.5%
West Wight	46.3%	46.6%	46.1%
Isle of Wight average	43.9%	42.4%	42.2%



Isle of Wight Joint Strategic Needs Assessment - 2011
Breast-Feeding

INDICATOR DEFINITION	
Indicator:	Breast-Feeding Status at 6-8 Weeks by Children's Centre Catchment Area
Definition:	% of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Numerator (number of people or events)	Number of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Denominator (total population or events)	Number of Infants eligible for 6-8 Week Checks
Geographic Coverage	Primary Care Trust Children's postcode of residence have been used to allocate them to the Children's Centre Catchment Area in which they live.
Time period	As shown above
Data Source(s)	Isle of Wight NHS Health Visiting Service reporting to Isle of Wight Public Health Department
Significance for Health	Higher rates are associated with better health for infants. Lower rates are associated with worse health for infants.
Factors that might affect the Accuracy of this Indicator	Reporting has not been available for all mothers / infants during the whole of this period due to capacity issues within the Health Visiting service. However sufficient data is available to make these findings robust.

Isle of Wight Joint Strategic Needs Assessment:

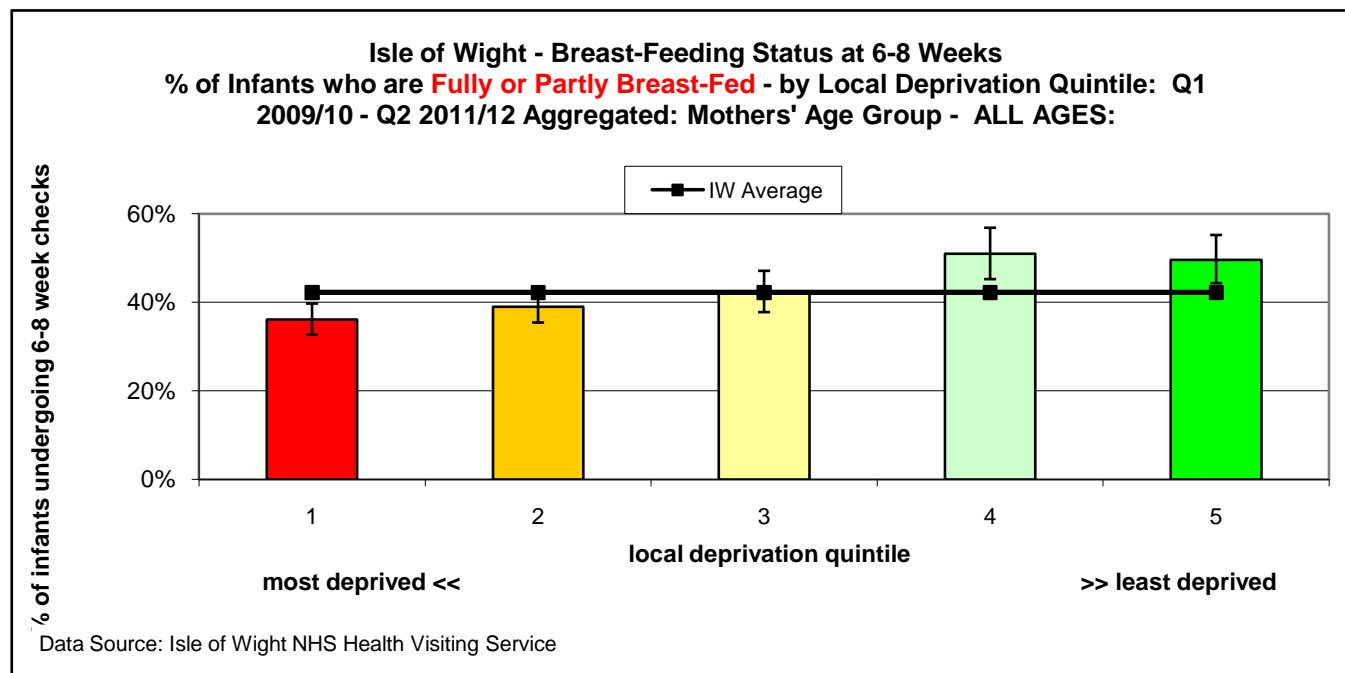
2011

Domain: Lifestyles & Health Improvement
 Sub-Domain: Healthy Eating
 Indicator: Breast-Feeding at 6-8 Weeks by Deprivation

Data Source: Isle of Wight NHS Health Visiting Service
 Indicator definition: [see below](#)

**Breast-Feeding Status at 6-8 Week Infant Checks: % of Infants who are Fully or Partly Breast-Fed - by Local Deprivation Quintile
 Q1 2009/10 - Q2 2011/12 Aggregate**

IW Deprivation Quintile (IMD 2010)	% of Infants who are Fully or Partly Breast-Fed
1 = most deprived	36.1%
2	39.0%
3	42.3%
4	51.0%
5 = least deprived	49.6%
Isle of Wight Average	42.2%



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Status at 6-8 Weeks by Local Deprivation Quintile
Definition:	% of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Numerator (number of people or events)	Number of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Denominator (total population or events)	Number of Infants eligible for 6-8 Week Checks
Geographic Coverage	<p>Primary Care Trust</p> <p>Local deprivation quintiles have been calculated by ranking the Island's 89 Lower Super Output Areas (LSOAs) based on their Index of Multiple Deprivation (IMD) 2010 score, and then grouping those LSOAs into five groups (quintiles) with approximately equal numbers of LSOAs in each. Quintile 1 corresponds with the 20% most deprived LSOAs on the IW. Infant's postcodes of residence have been used to allocate them to the Local Deprivation Quintile in which they live.</p>
Time period	As shown above
Data Source(s)	Isle of Wight NHS Health Visiting Service reporting to Isle of Wight Public Health Department
Significance for Health	<p>Higher rates are associated with better health for infants.</p> <p>Lower rates are associated with worse health for infants.</p>
Factors that might affect the Accuracy of this Indicator	Reporting has not been available for all mothers / infants during the whole of this period due to capacity issues within the Health Visiting service. However sufficient data is available to make these findings robust.

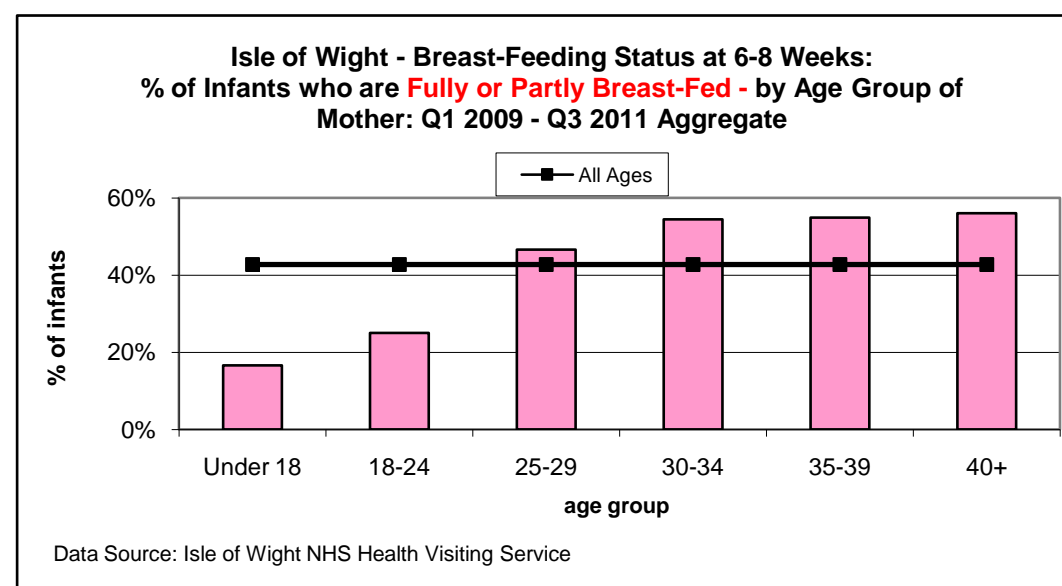
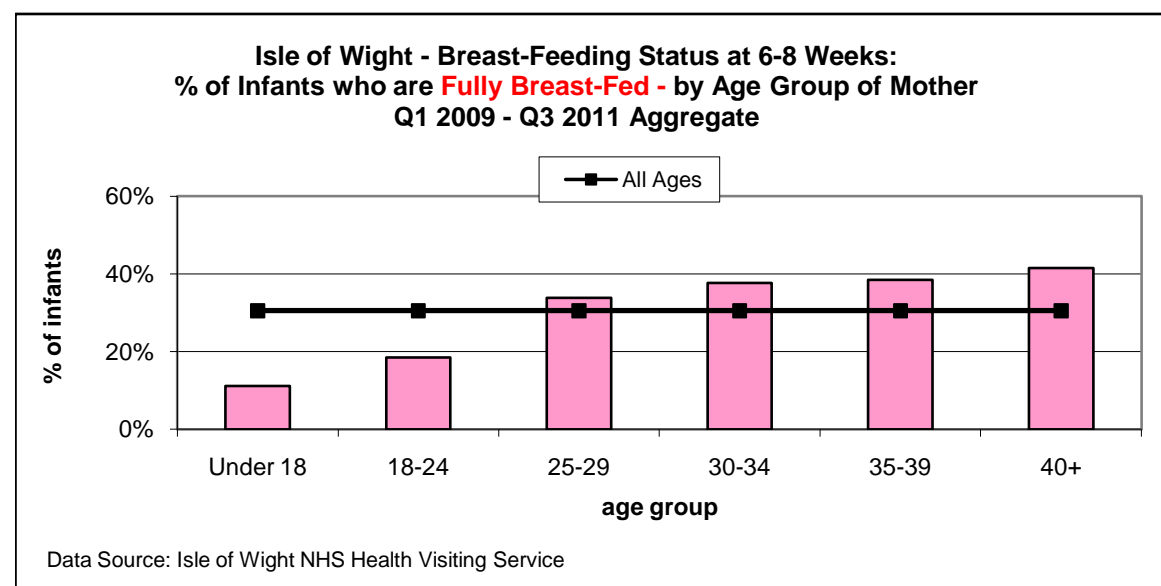
Isle of Wight Joint Strategic Needs Assessment: 2011

Domain: Lifestyles & Health Improvement
 Sub-Domain: Healthy Eating
 Indicator: Breast-Feeding at 6-8 Weeks by Mother's Age

Data Source: Isle of Wight NHS Health Visiting Service
 Indicator definition: [see below](#)

Breast-Feeding Status at 6-8 Week Infant Checks: % of Infants who are Fully or Partly Breast-Fed - by Mother's Age

Breast-Feeding Status	Age group						All Ages
	Under 18	18-24	25-29	30-34	35-39	40+	
Fully breast-fed	11.1%	18.5%	33.9%	37.6%	38.4%	41.5%	30.6%
Partly breast-fed	5.6%	6.5%	12.7%	16.8%	16.5%	14.6%	12.3%
Fully or partly breast-fed	16.7%	25.1%	46.6%	54.4%	54.9%	56.1%	42.8%



INDICATOR DEFINITION	
Indicator:	Breast-Feeding Status at 6-8 Weeks by Mothers' Age
Definition:	% of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Numerator (number of people or events)	Number of Infants who are Fully or Partially Breast-Fed at their 6-8 Week Checks
Denominator (total population or events)	Number of Infants eligible for 6-8 Week Checks
Geographic Coverage	Primary Care Trust
Time period	As shown above
Data Source(s)	Isle of Wight NHS Health Visiting Service reporting to Isle of Wight Public Health Department
Significance for Health	Higher rates are associated with better health for infants. Lower rates are associated with worse health for infants.
Factors that might affect the Accuracy of this Indicator	Reporting has not been available for all mothers / infants during the whole of this period due to capacity issues within the Health Visiting service. However sufficient data is available to make these findings robust.