

Isle of Wight JSNA Briefing Note: Breast-Feeding

Breast-Feeding

Background and Contents

According to NICE: *“Evidence shows that breastfeeding has a major role to play in public health, as it promotes health and prevents disease in both the short and long term for both infant and mother.”*¹

Breast-feeding is included in the Public Health Outcomes Framework because:

*“Increases in breastfeeding initiation and prevalence are expected to reduce illness in young children, which will in turn reduce hospital admissions of the under 1s (and the costs to the NHS that are associated with this). In the longer term, infants who are not breastfed are more likely to become obese in later childhood, develop type 2 diabetes and tend to have slightly higher levels of blood pressure and blood cholesterol in adulthood.”*²

The data and charts below show, for the Isle of Wight, data covering:

- Breast-feeding initiation.
- Breast-Feeding at 6-8 Week Infant Checks.
- Breast-Feeding Drop-Off (from Initiation to 6-8 Weeks).
- Breast-Feeding Inequalities:
 - by mother’s age
 - by geography (Children’s Centre Catchment Area)
 - by deprivation
- Correlation between Breast-Feeding at 6-8 Weeks and Smoking at Delivery

¹ NICE (2007) *Promotion of breastfeeding initiation and duration: Evidence into practice briefing*

² Department of Health (2012) *Improving outcomes and supporting transparency: Summary technical specifications of public health indicators*

Key Points	
<p>Breast-Feeding Initiation</p> <ul style="list-style-type: none"> The IW rate has increased (improved) steadily since 2006/07, and in 2010/11 exceeded 80%. The IW rate is considerably higher (better) compared with England and comparator Local Authorities, and slightly higher (better) than South Central Strategic Health Authority. <p>Breast-Feeding at 6-8 Weeks</p> <ul style="list-style-type: none"> Since 2008/09 when this measure was introduced, the Island's quarterly rate (of full or partial breast-feeding) has averaged 45%. The IW rate has been similar to the England rate and to the average rate for comparator Local Authorities, but generally lower (worse) than South Central Strategic Health Authority. <p>Breast-Feeding Drop-Off (from Initiation to 6-8 Weeks)</p> <ul style="list-style-type: none"> The Island's drop-off rate has generally been slightly higher (worse) than England, the average rate for comparator Local Authorities, and South Central Strategic Health Authority. 	<p>Breast-Feeding at 6-8 Weeks – Inequalities</p> <ul style="list-style-type: none"> By Mother's Age: there is a correlation between breast-feeding status and age of mother: breast-feeding rates are lowest among younger mothers. Geographically (by Children's Centre Catchment Area): <ul style="list-style-type: none"> the highest numbers of infants who are not breast-fed are in Ryde and The Bays Children's Centre catchment areas, partly reflecting the higher numbers of births to women resident in these areas. breast-feeding rates by Children's Centre catchment area range from 35.7% (East Newport) to 58.2% (West Cowes), the majority are close to the IW average for this period (43.4%). Deprivation: there is a correlation between breast-feeding status and deprivation: breast-feeding rates are highest among mothers resident in the more deprived areas of the Island. 56% of infants who are not breast-fed are resident in the 40% most deprived areas of the Island. <p>Correlation between Breast-Feeding at 6-8 Weeks and Smoking at Delivery</p> <ul style="list-style-type: none"> The rate of breast-feeding is considerably lower among mothers who smoked at delivery. Essentially the same group of mothers who were smoking at delivery have also stopped breast-feeding by the time of the infant 6-8 week checks.

Breast-Feeding Initiation

Breast-feeding initiation is defined as babies who were breastfed initially. This includes all babies who were put to the breast, even if this was only on one occasion. It is generally recorded immediately after the baby's birth.

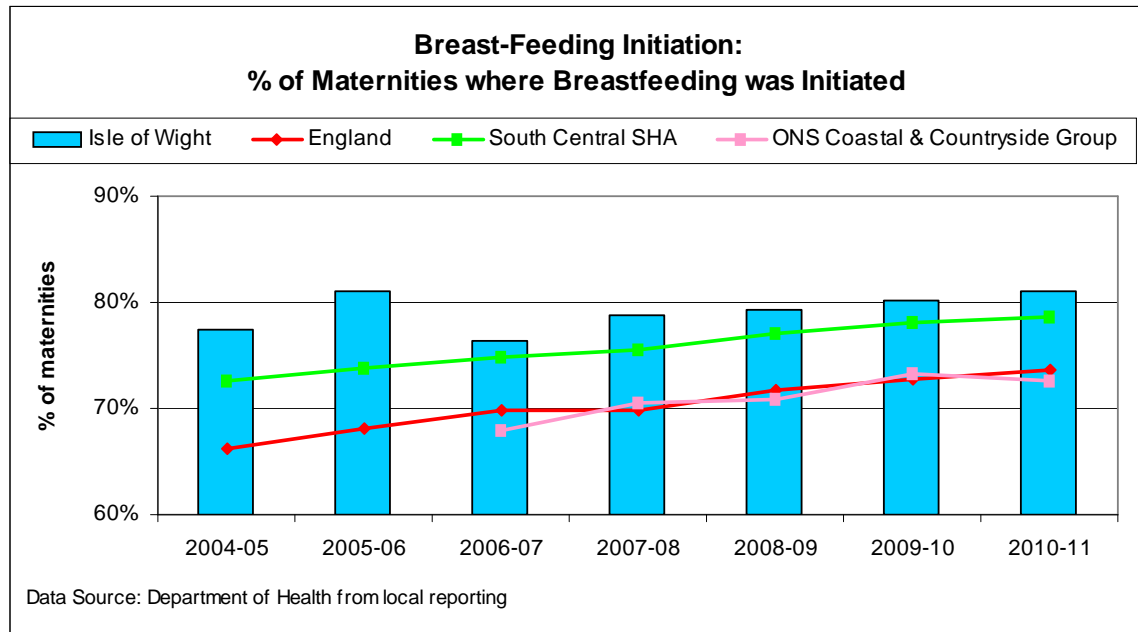
Isle of Wight and National / Regional Comparisons

The chart alongside compares IW breast-feeding initiation rates with those in England, South Central Strategic Health Authority and the Office for National Statistics Coastal and Countryside group of comparator Local Authorities.

The Island's rate has increased (improved) steadily since 2006/07, and in 2010/11 exceeded 80%. Over this period the Island's rate has been:

- considerably higher (better) than the rate in England and the average rate in comparator Local Authorities;
- slightly higher (better) than the rate for South Central Strategic Health Authority.

Data Source: Department of Health from reporting from local Maternity Departments



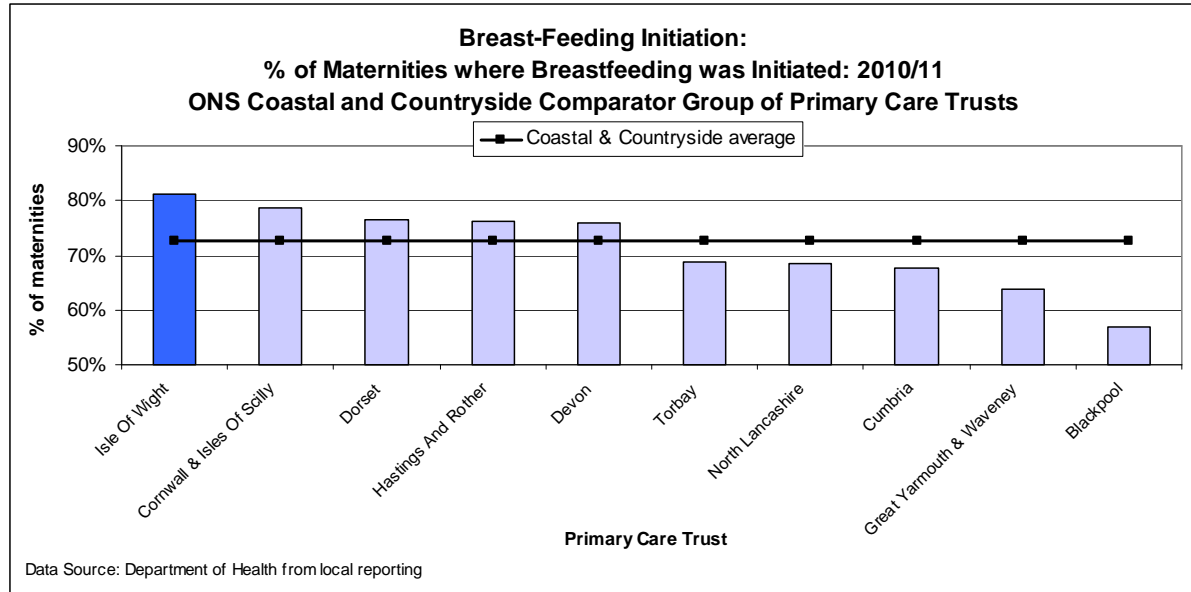
Breast-Feeding Initiation

Isle of Wight Comparison with ONS Coastal and Countryside Local Authorities

The Office of National Statistics (ONS) classifies Local Authorities and NHS Primary Care Trusts into groups based on the key characteristics shared by their populations. The Isle of Wight falls into the 'Coastal and Countryside' Group of Local Authorities.

The chart alongside shows, for 2010/11, breast-feeding initiation in the NHS Primary Care Trusts which fall into the comparator Coastal and Countryside group. The IW had the highest (best) rate in this group.

Data Source: Department of Health from reporting from local Maternity Departments



Breast-Feeding at 6-8 Week Infant Checks

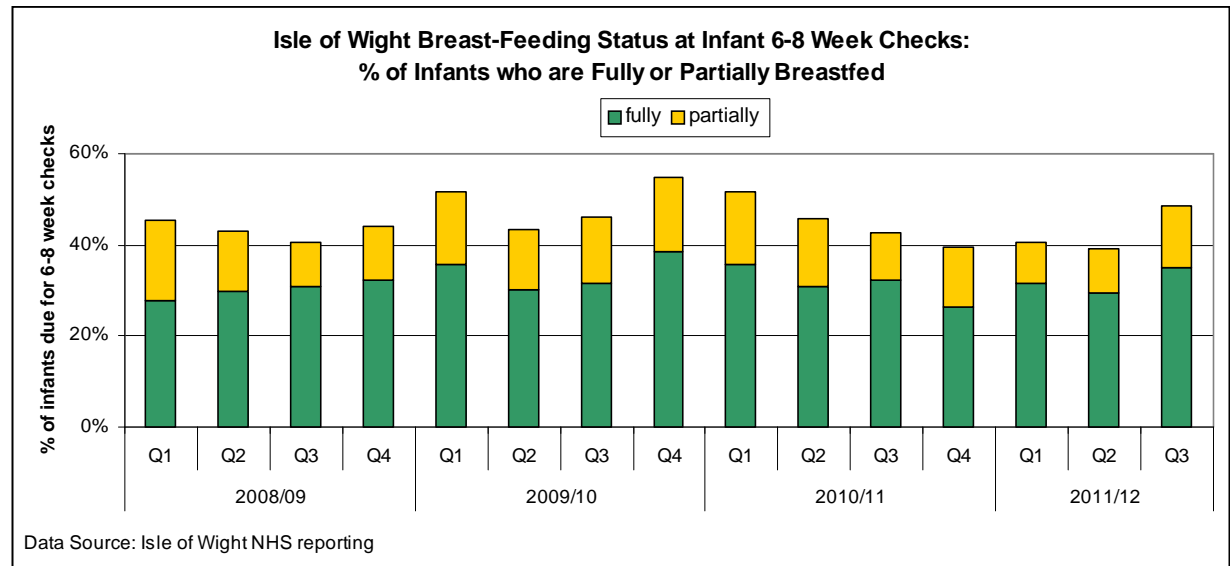
Breast-feeding status is now recorded at infant 6-8 week checks, as a measure of the extent to which infants continue to be breast-fed. This data collection began in 2008/09. The majority of these checks are undertaken by Health Visitors. Infants are recorded as either 'fully' or 'partially' breast-fed (infants partially breast-fed are also receiving formula milk or any other liquids or food).

Isle of Wight Breast-Feeding at 6-8 Weeks by Quarter

The chart alongside shows IW trends in breast-feeding at 6-8 weeks by quarter since this data collection started.

- The % of infants who were **fully breast-fed** has ranged between 26.3% and 38.5%
- The % of infants who were **partially breast-fed** has ranged between 9.2% and 17.8%.
- The % of infants who were **fully or partially breast-fed** has ranged between 39.1% and 54.7%.

Data Source: Department of Health from reporting from local NHS organisations

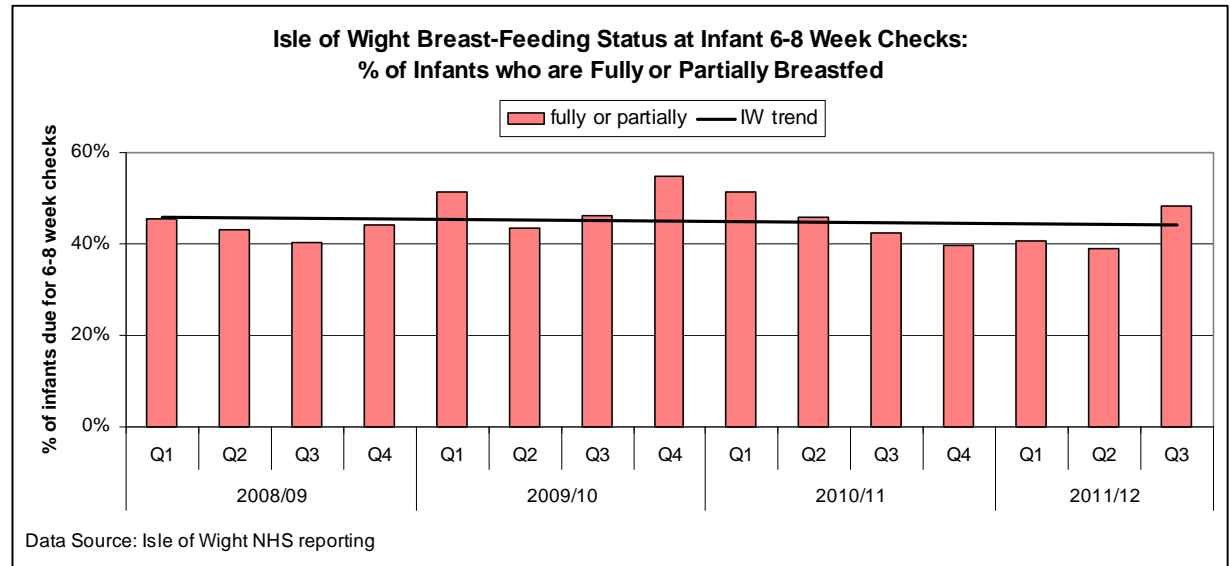


Breast-Feeding at 6-8 Week Infant Checks

Isle of Wight Breast-Feeding at 6-8 Weeks by Quarter (continued)

- The trend over the period shown has been relatively flat, as shown in the chart alongside.
- The average over this period (fully + partially breast-fed) has been approximately 45%.

Data Source: Department of Health from reporting from local NHS organisations



Breast-Feeding at 6-8 Week Infant Checks

The data below reflects infants who are **fully or partially breast-fed**.

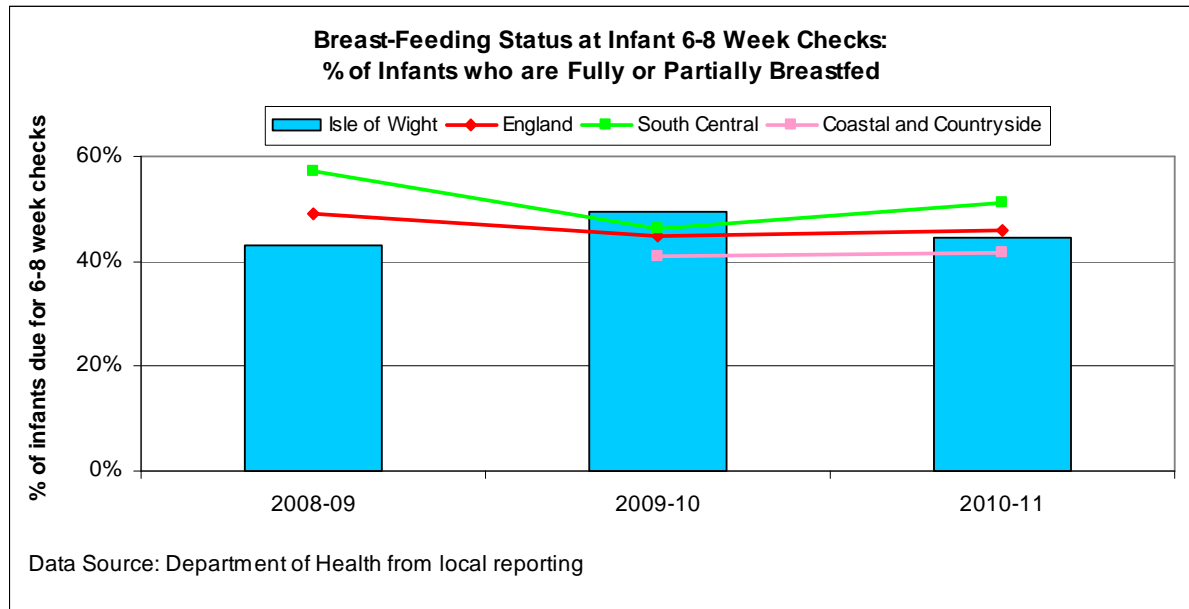
Isle of Wight and National / Regional Comparisons: by Year

The chart alongside compares annual IW breast-feeding rates at 6-8 weeks with those in England, South Central Strategic Health Authority and the Primary Care Trusts which fall into the Office for National Statistics Coastal and Countryside comparator group.

The IW annual rates have been:

- similar to the rates in England and the average of comparator PCTs;
- slightly lower (worse) than the South Central Strategic Health Authority rate.

Data Source: Department of Health from reporting from local Maternity Departments. NB: data quality issues in some areas mean that the DH publishes data by quarter. This quarterly data has been aggregated locally to produce the comparative annual rates shown.



Breast-Feeding at 6-8 Week Infant Checks

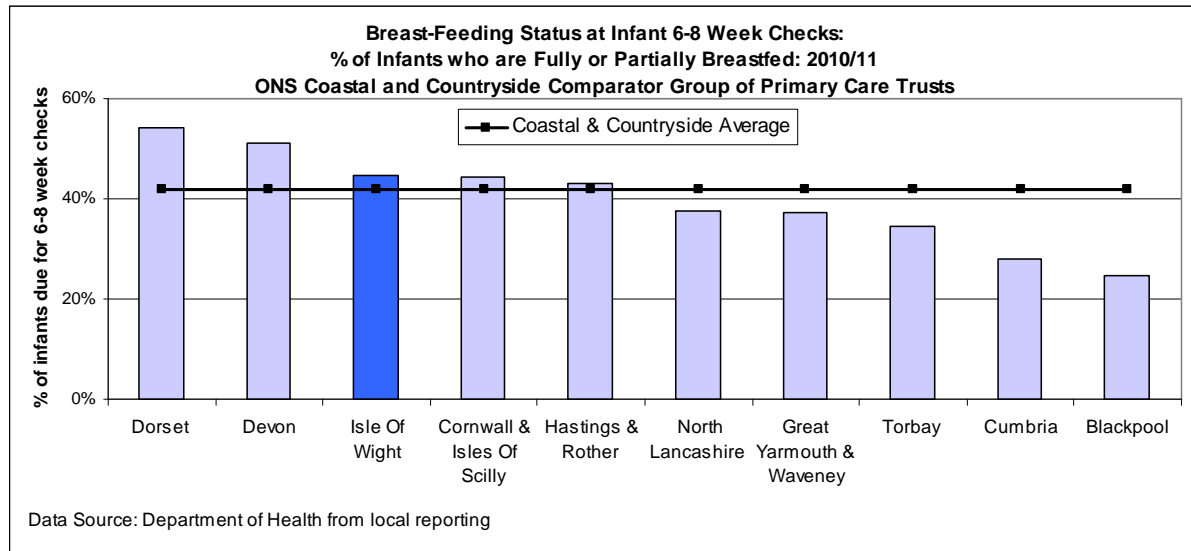
The data below reflects infants who are **fully or partially breast-fed**.

Isle of Wight Comparison with ONS Coastal and Countryside Local Authorities

The chart alongside shows, for 2010/11, breast-feeding initiation in the Coastal and Countryside group of NHS Primary Care Trusts.

The IW had the 3rd highest (best) rate in this group. Rates ranged from 24.7% (Blackpool) to 54% (Dorset).

Data Source: Department of Health from reporting from local NHS organisations. NB: data quality issues in some areas mean that the DH publishes data by quarter. This quarterly data has been aggregated locally to produce the comparative annual rates shown.



Breast-Feeding Drop-Off between Initiation and 6-8 Week Infant Checks

Data on the drop-off between breast-feeding initiation and breast-feeding at 6-8 weeks is shown below. All data refers to full or partial breast-feeding.

NB: the drop off rate is defined as follows, in order to take account of the range of initiation and 6-8 week rates

Percentage of mothers initiating breastfeeding MINUS Percentage of infants being breastfed at 6-8 weeks DIVIDED BY Percentage of mothers initiating breastfeeding.

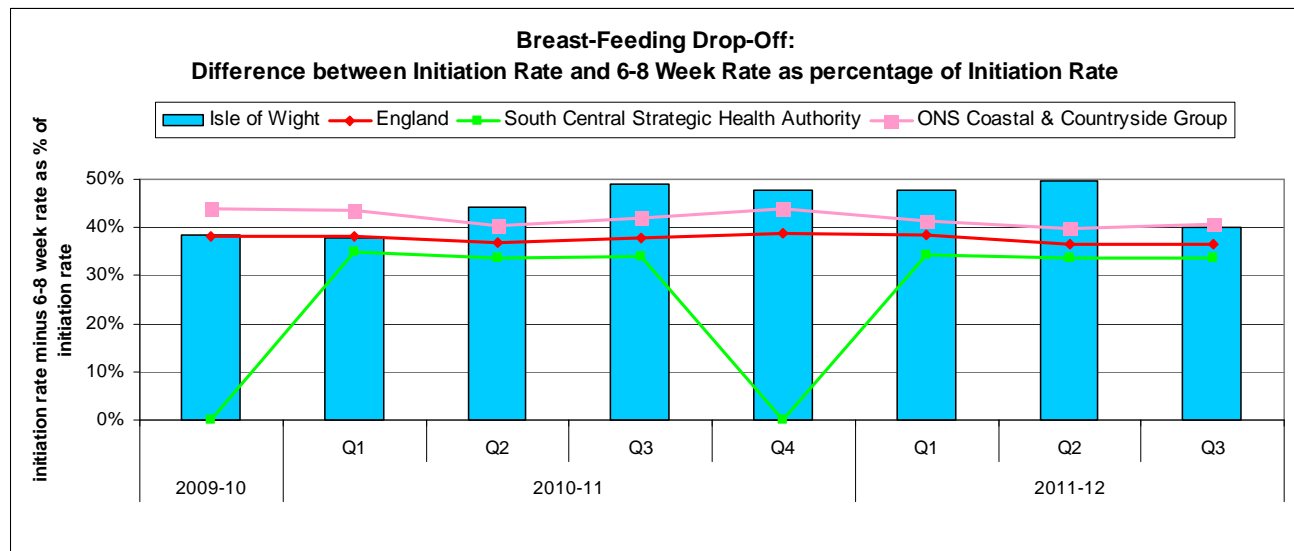
Therefore high drop-off rates are worse, low drop-off rates are better.

Isle of Wight and National / Regional Comparisons: by Year

The chart alongside compares quarterly IW breast-feeding drop-off rates with those in England, South Central Strategic Health Authority and the average of the Primary Care Trusts which fall into the Office for National Statistics Coastal and Countryside comparator group.

The IW drop-off rate has generally been slightly higher (worse) than these comparators, though in Q3 2011/12 it fell (improved), reflecting an increase in the 6-8 week breast-feeding rate.

Data Source: Department of Health from reporting from local NHS organisations. Where no data is shown, this is because of data quality issues.



Breast-Feeding at 6-8 Week Infant Checks: by Mother's Age

The Isle of Wight Health Visiting team have collected detailed data on infants receiving their 6-8 week health checks, which enables an analysis of inequalities in breast-feeding status. This detailed data has been collected for approximately 90% of infant health checks, which is sufficient to enable robust local analysis.

Breast-Feeding at 6-8 Weeks by Age of Mother

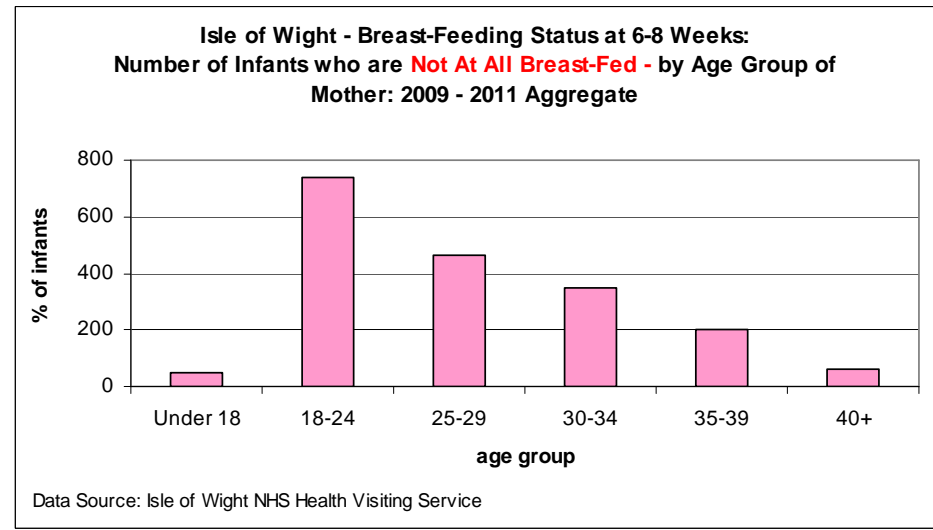
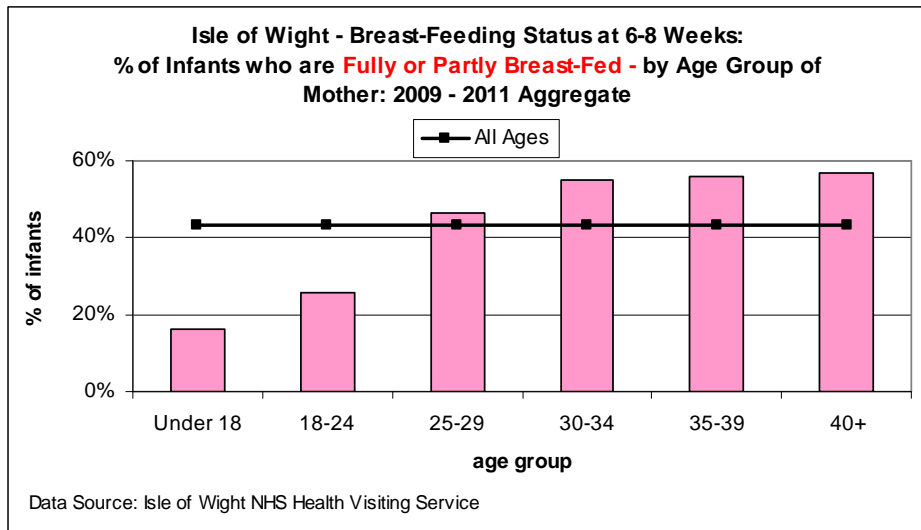
The data below is aggregated for infant checks undertaken in the period Jan 2009 – Dec 2011 and shows full or partial breast-feeding.

Breast-Feeding Rates - by Mother's Age Group

The chart below shows breast-feeding rates by mother's age group and shows a clear correlation between the two: i.e. breast-feeding rates are much lower among younger mothers and higher among older mothers.

Number of Infants who were not Breast Fed - by Mother's Age Group

The chart below shows the number of infants who were not breast-feeding at all by the 6-8 week infant check by age group of mother. By far the largest number of infants had mothers in the 18-24 age group. 42% of infants who were not breast-feed had mothers aged under-25.



Breast-Feeding at 6-8 Week Infant Checks: by Children's Centre Catchment Area

Breast-feeding status has been measured for Children's Centre catchment areas, which provide a convenient sub-Island geography and is of interest to Children's Centres' commissioners and to the Centres themselves.

The data below is aggregated for infant checks undertaken in the period Jan 2009 – Dec 2011 and shows full or partial breast-feeding.

Breast-Feeding Rates by Children's Centre Catchment Area

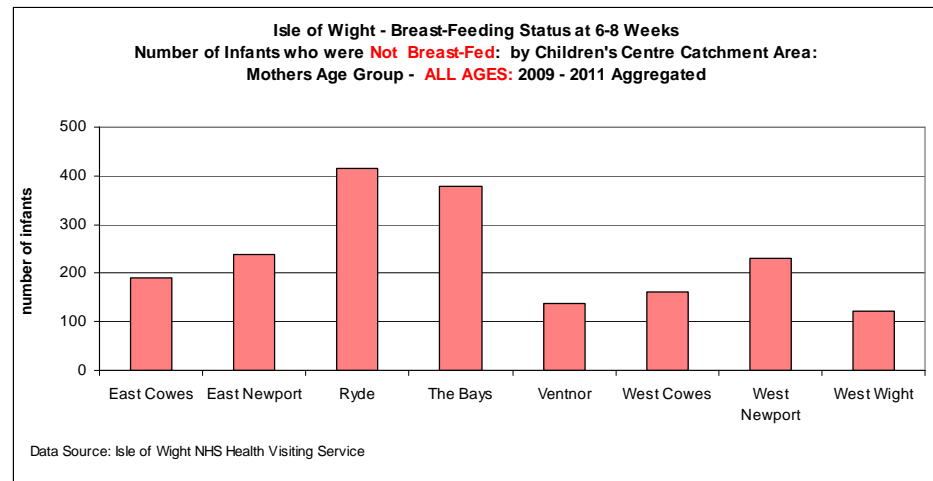
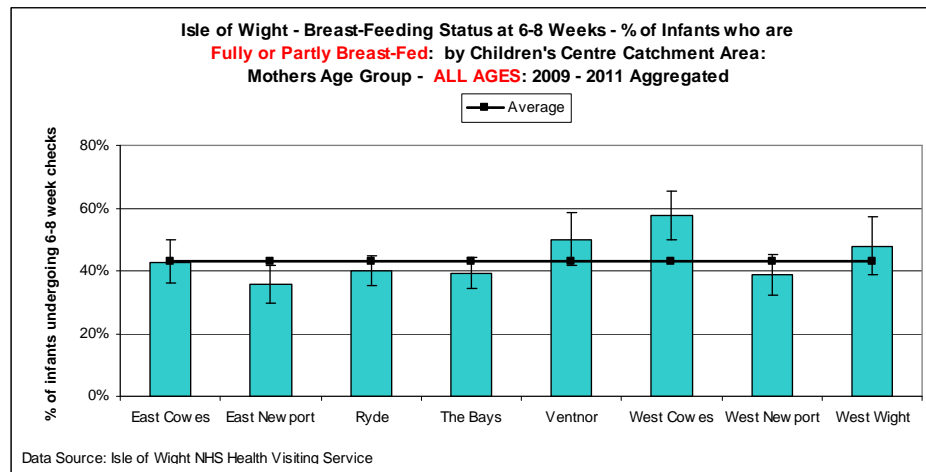
The chart below shows breast-feeding rates by Children's Centre catchment area.

Rates range from 35.7% (East Newport) to 58.2% (West Cowes), and the majority are close to the IW average for this period (43.4%). West Cowes is only Centre whose rate is different from the IW rate with the difference statistically significant.

Number of Infants who were not Breast Fed: by Children's Centre Catchment Area

The chart below shows the number of infants who were not breast-feeding at all by the 6-8 week infant check by Children's Centre Catchment Area.

The highest **numbers** of such infants are in Ryde and The Bays catchment areas. This partly reflects the fact that there are more births to women resident in these areas.



Breast-Feeding at 6-8 Week Infant Checks: Correlation with Deprivation

Breast-feeding status has been measured for local Island deprivation quintiles by assigning the mother's postcode to a Lower Super Output Area (the geographical unit for which deprivation is measured), and hence to a deprivation quintile. The Index of Multiple Deprivation (2010) has been used for this purpose.

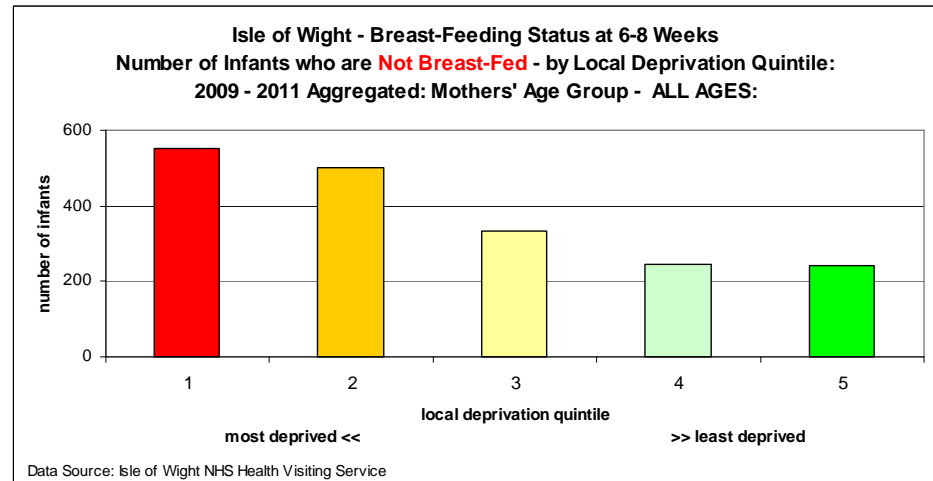
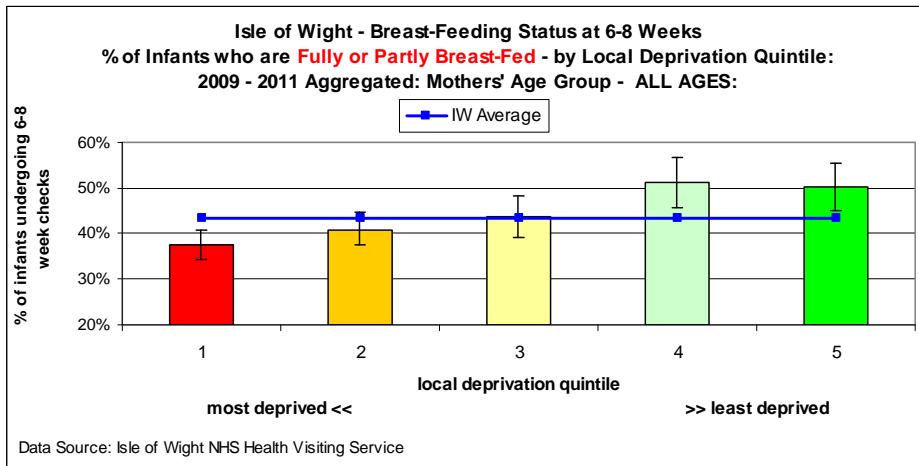
The data below is aggregated for the period Jan 2009 – Sept 2011 and shows full or partial breast-feeding.

Breast-Feeding Rates by Local Island Deprivation Quintile

The chart below shows breast-feeding rates by local deprivation quintile. There is a strong correlation, in that breast-feeding rates are lower among mothers resident in more deprived areas and higher among mothers resident in less deprived areas.

Number of Infants who were not Breast Fed: by Local Island Deprivation Quintile

The chart below shows the number of infants who were not breast-feeding at all by the 6-8 week infant check by local deprivation quintile. 56% of infants who are not breast-fed are resident in quintiles 1 and 2 – i.e. the 40% most deprived areas of the Island.



Breast-Feeding at 6-8 Week Infant Checks: Correlation with Deprivation (continued)

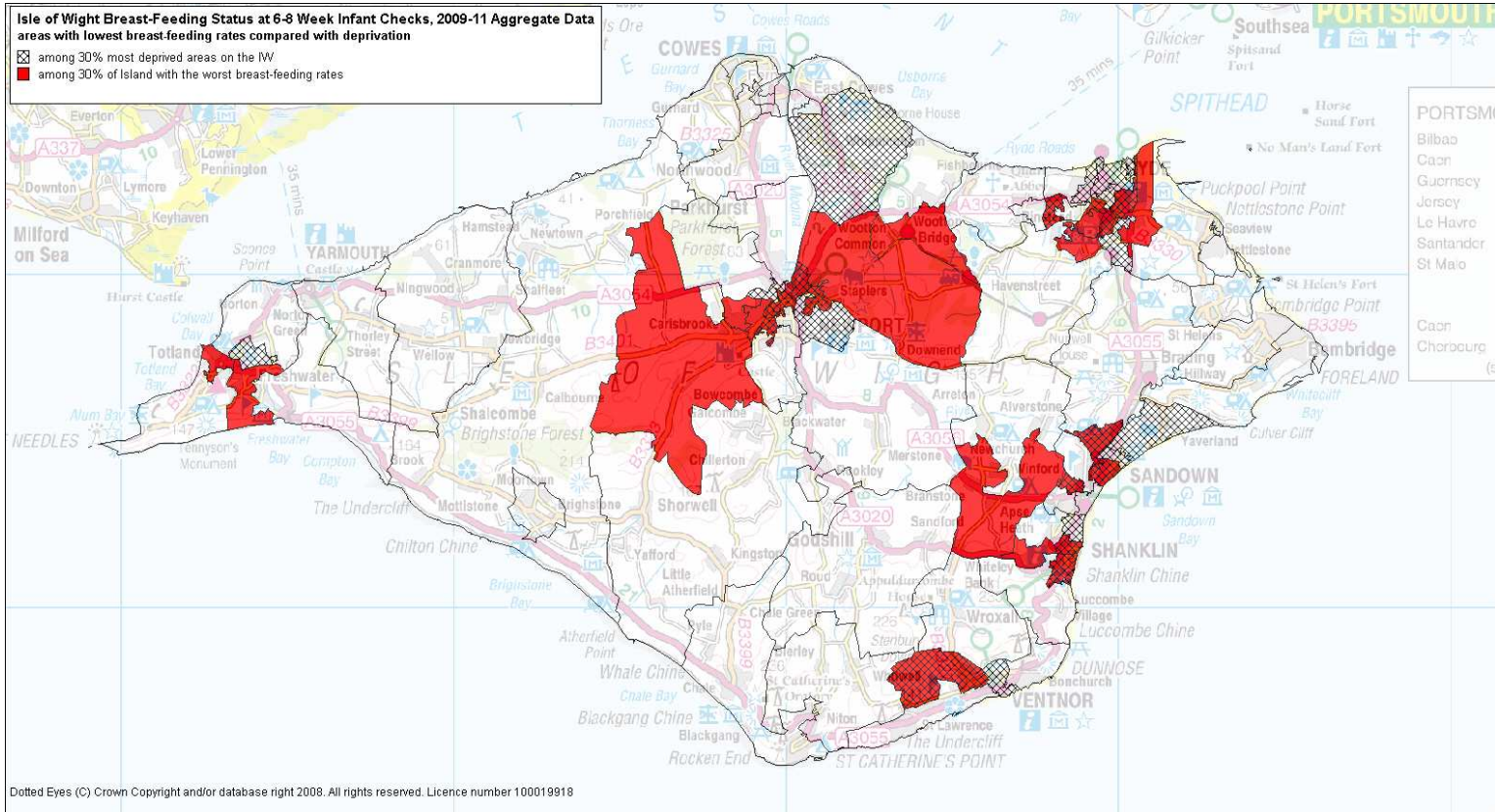
Breast-Feeding Rates

The map alongside shows, for full or partial breast-feeding, for the period 2009-2011 aggregated:

- The 30% of areas of the Island with the lowest (worst) prevalence of breast-feeding at 6-8 weeks (red shading).
- Areas of the Island which are among the 30% most deprived on the Island (patterned background).

The map shows the overlap between areas of **low breast-feeding rates** and **high deprivation**.

As shown on the previous page, the overall correlation between the two is very strong.



Breast-Feeding at 6-8 Week Infant Checks: Correlation with Deprivation (continued)

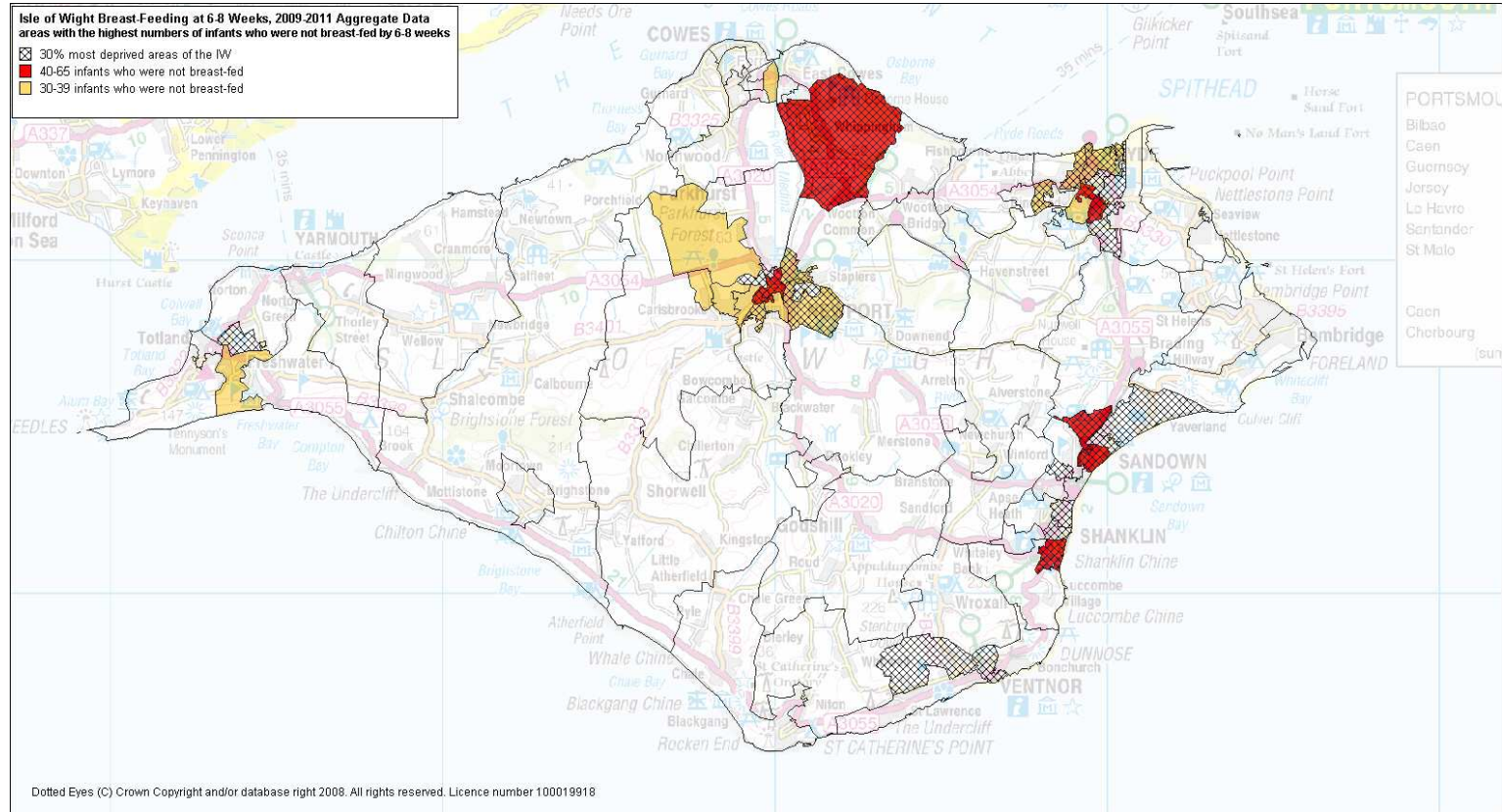
Numbers of Infants who are Not Breast-Fed

The map on the previous page highlights some areas with low breast-feeding rates which are based on relatively small numbers of infants.

The map alongside shows, for full or partial breast-feeding, for the period 2009-2011 aggregated:

- Areas of the Island with the **highest numbers of infants** who were not breast-fed at 6-8 weeks (red shading).
- Areas of the Island which are among the **30% most deprived** on the Island (patterned background).

This map also shows the overlap between areas with **high numbers of non-breast-fed infants and high deprivation**.



Smoking Status at Delivery and Breast-Feeding Status

Breast-feeding status and smoking status at delivery are both collected at the infant 6-8 week checks, enabling an analysis of the correlation between them. This is shown in 2 ways below.

The key point is that essentially the same group of mothers who were smoking at delivery have also stopped breast-feeding by the time of the infant 6-8 week checks.

Infants whose Mothers Breast-Feed (Fully or Partly) by Mothers' Smoking Status

This chart shows that the rate of breast-feeding is considerably lower among mothers who smoked at delivery. The % of mothers who breast-fed (fully or partly) at the 6-8 week infant check is:

- 49% among mothers who did not smoke at delivery.
- 21% of mothers who did smoke at delivery.

Infants whose Mothers Smoke by Breast-Feeding Status

This chart shows that smoking prevalence is considerably higher among mothers who do not breast-feed. The % of mothers who smoked at delivery is:

- 27.8% among mothers who did not breast-feed at all at the 6-8 week infant check.
- 9.7% among mothers who did breast-feed (fully or partly) at the 6-8 week infant check.

