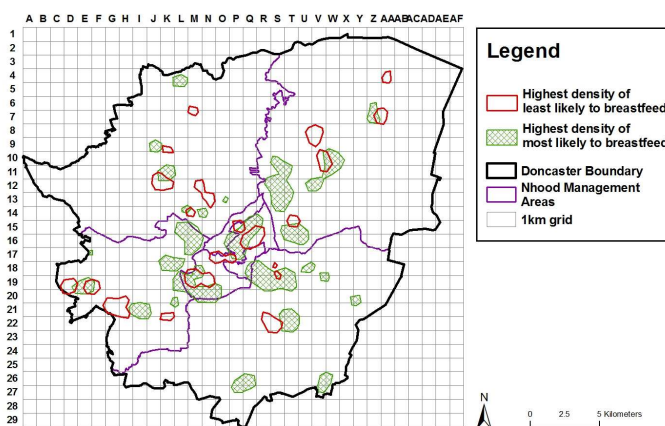


Breastfeeding in Doncaster

Tailoring
services to local
needs

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.



Map showing concentrations of mothers most and least likely to breastfeed in Doncaster

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 statistical model

| Row | council tax band A | single parent household | live in local authority 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) |

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

suggests the odds of 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 local authority 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.