

Chapter 9. Measures of the National Breastfeeding Awareness Campaign

Table 9.1. Percent of mothers who have recently seen, heard, or read anything about breastfeeding or about infant formula from each place¹

Infant Feeding Practices Study II

	Prenatal survey				Month 7 survey			
	Breastfeeding		Infant formula		Breastfeeding		Infant formula	
	N	% Yes	N	% Yes	N	% Yes	N	% Yes
TV	4,797	33.8	4,801	71.1	1,977	18.5	1,970	49.1
Magazine	4,827	74.7	4,798	84.1	1,976	47.6	1,973	68.0
Newspaper	4,787	10.9	4,746	17.0	1,962	4.8	1,945	8.5
Radio	4,754	6.5	4,707	9.9	1,957	2.9	1,924	3.8
On the internet or web	4,795	56.2	4,752	57.2	1,958	30.7	1,947	38.7
Billboards or outdoor posters	4,770	14.4	4,729	15.8	1,960	9.0	1,935	5.4

¹ Table is based on variables: P48A1-2, P48B1-2, P48C1-2, P48D1-2, P48E1-2, P48F1-2, M7J1A1-2, M7J1B1-2, M7J1C1-2, M7J1D1-2, M7J1E1-2, M7J1F1-2

<http://www.cdc.gov/ifps>



Table 9.2. Percent of mothers who have recently seen each ad about breastfeeding¹

Infant Feeding Practices Study II

	Prenatal survey					Month 7 survey				
	N	Yes	No	Don't Know	Total	N	Yes	No	Don't Know	Total (%)
On TV that shows a pregnant woman riding a mechanical bull	4,873	4.1	93.8	2.1	100.0%	2,016	10.6	86.3	3.1	100
On TV that shows a pregnant woman drinking soda and eating greasy food	4,870	7.8	89.2	3.1	100.0%	2,012	8.7	88.3	3.0	100
On TV that shows pregnant women in a log rolling competition	4,864	5.4	92.9	1.7	100.0%	2,014	9.7	88.0	2.2	100
In a magazine or newspaper that shows two dandelions	4,815	4.6	88.5	6.9	100.0%	2,009	6.0	88.0	6.0	100
In a magazine or newspaper that shows two otoscopes, the medical tool used to examine the ear	4,860	3.3	92.1	4.5	100.0%	2,012	5.1	90.9	4.0	100
In a magazine or newspaper that shows two scoops of ice cream	4,841	7.6	86.7	5.7	100.0%	2,009	10.7	85.1	4.3	100
In a magazine or newspaper or on a billboard or the internet that has only words giving a message about breastfeeding	4,861	15.2	78.2	6.6	100.0%	2,005	14.1	81.1	4.8	100

¹ Table is based on variables: P49A-G, M7J4A-G

Table 9.3. Percent of mothers who have recently heard each type of radio ad featuring a man singing about breastfeeding¹

Infant Feeding Practices Study II

	Prenatal survey	Month 7 survey
Yes, the soul music ad	0.7	0.3
Yes, the country western music ad	0.9	0.7
No, have not heard either	94.4	93.9
Not sure	5.2	5.5
N	4,875	2,014

¹ Table is based on variables: P50A-D, M7J5A-D

Table 9.4. Median number of months that mothers consider as the recommended exclusive breastfeeding duration by selected demographics¹

Infant Feeding Practices Study II

	N	Median
ALL	2,935	6.0
Age		
18-24	683	6.0
25-29	995	6.0
30-34	805	6.0
35+	447	6.0
Parity		
Primiparous	843	6.0
Multiparous	2,021	6.0
Education		
HS or less	551	6.0
Some college	1,092	6.0
College graduate	1,056	6.0
Income (% of poverty)		
< 185%	1,220	6.0
185- < 350%	1,057	6.0
>=350%	658	6.0
WIC Participant		
No	1,760	6.0
Yes	1,175	6.0
Race		
White	2,415	6.0
Black	134	6.0
Hispanic	175	6.0
Region		
Northeast	595	6.0
Midwest	879	6.0
South	961	6.0
West	500	6.0

¹ Table is based on variable: N13

Table 9.5. Percent of mothers indicating that each statement is closest to her opinion on the best way to feed a 3 month old baby¹

Infant Feeding Practices Study II

	Percent
Breastfeeding	55.4
A mix of both breast and formula feeding	10.9
Formula feeding	9.6
Breastfeeding and formula feeding are equally good ways to feed a baby	24.2
Total (%)	100
N	2,377

¹ Table is based on variable: M3J6

Table 9.6. Percent of mothers indicating each level of agreement with each statement about breastfeeding¹

Infant Feeding Practices Study II

	N	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total (%)
Infant formula as good as breast milk	2,009	26.8	25.8	11.3	24.2	11.8	100
Ear infections less likely in breastfed baby	2,011	8.0	7.5	22.9	31.8	29.8	100
Respiratory illness less likely in breastfed baby	2,006	7.4	8.1	25.0	31.0	28.5	100
Diarrhea less likely in breastfed baby	2,002	9.3	11.3	37.2	21.3	20.9	100
Babies should be exclusively breastfed 1st 6 months	2,013	12.2	13.9	24.1	24.8	25.0	100
Obesity less likely in breastfed baby	2,012	11.4	9.4	36.1	24.9	18.2	100

¹ Table is based on variable: M7J3