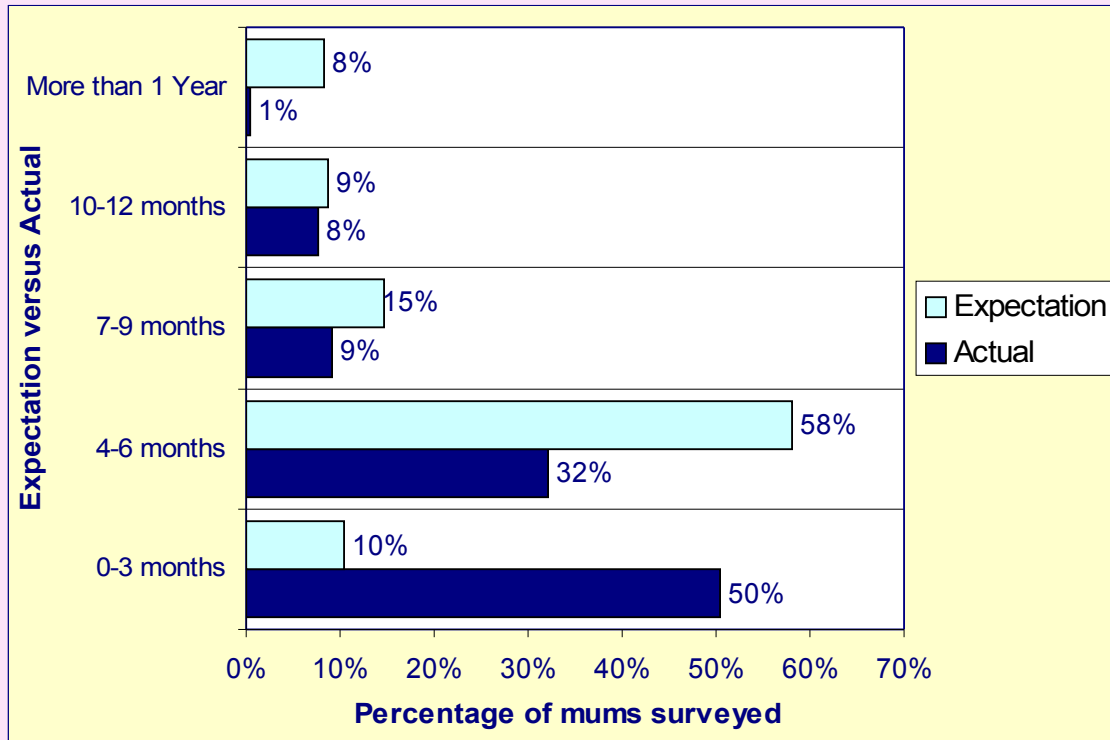


Survey Question:
“Approximately how long are you planning to breastfeed your baby for?”
 compared with
“Approximately how long did you breastfeed your baby?”



Information about the survey:

- Our survey results show that although 90% of pregnant women (who plan to breastfeed) plan to do so for more than 3 months in reality only 50% of women do actually breastfeed for more than 3 months.
- Only 18% of women breastfeed their babies for more than 6 months although 32% plan to do so.
- Our survey SNo 68 also shows that nearly 2 in 10 women don't breastfeed their baby at all and that most who don't breastfeed actually plan not to before the birth.
- The World Health Organisation (WHO 2001) recommends exclusive breastfeeding for 6 months with introduction of complementary foods and continued breastfeeding for up to two years (or beyond).
(Optimal Duration of Breastfeeding Report, March 2001)
- The WHO also recommends:

- Breastfeeding within the first hour of life
- Exclusive breastfeeding – no additional food or drink (even water)
- Breastfeeding on demand
- No use of bottles, teats or pacifiers
- From the NHS Website – “Breastmilk gives babies all the nutrients they need for the first six months of life and helps protect them from infection. It also reduces mothers’ chances of getting certain diseases later in life.”
- The first breastfeeds for your new baby contain antibodies from the mother that can help protect your child during its early stages of development.
- See our other Breastfeeding surveys for advice and useful websites if you are having problems or are concerned about breastfeeding.

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
How long should I breastfeed for?	www.lalecheleague.org/FAQ/bflength.html
Breastfeeding advice, benefits and duration from the NHS	www.breastfeeding.nhs.uk
Breastfeeding advice including duration from BUPA	hcd2.bupa.co.uk/fact_sheets/html/breastfeeding.html
WHO Advice	www.who.int/nutrition/topics/infantfeeding_recommendation/en/index.html

Survey Stats	
Date of survey	February 2007
Number of mums surveyed	610
Type of mums surveyed	231 pregnant women; 379 mums with a young child