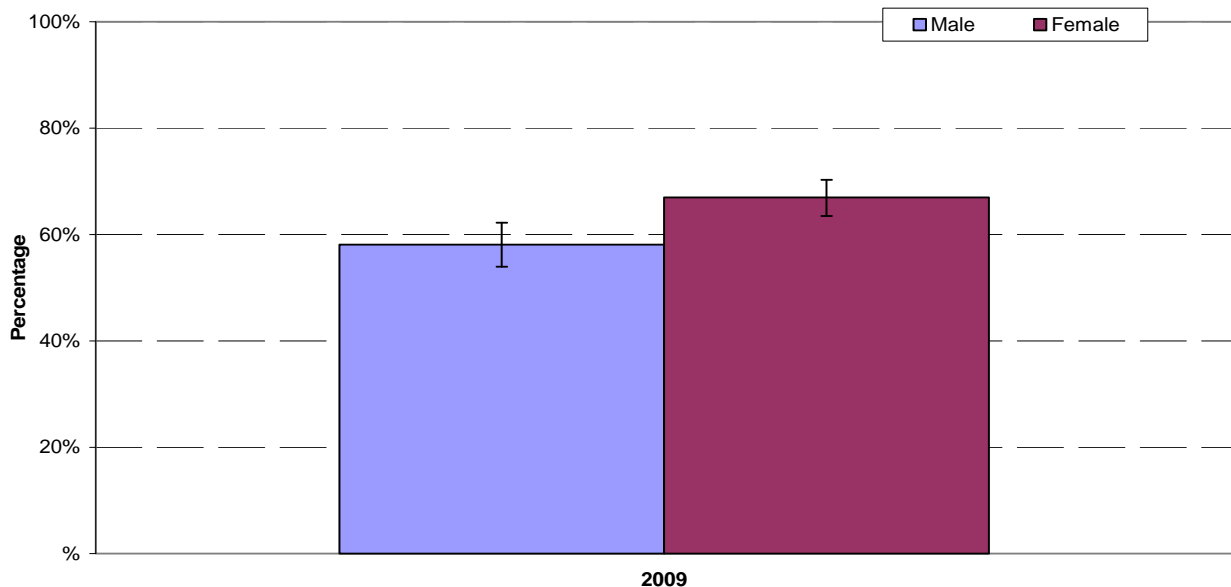


Breastfeeding Awareness

This report focuses on public awareness regarding the benefits of breastfeeding for the baby, the mother, and local public health programming that promotes breastfeeding.

Ontario Public Health Standards, Family Health Program Standards, Assessment and Surveillance – Req 1.

Adults (18+) in York Region Who are Aware of the Benefits of Breastfeeding for the Baby, 2009



Data Source: Rapid Risk Factor Surveillance System, January 2009 – December 2009

Interpretation:

Awareness of exclusive breastfeeding for the first 6 months will give babies all the food they need for growth

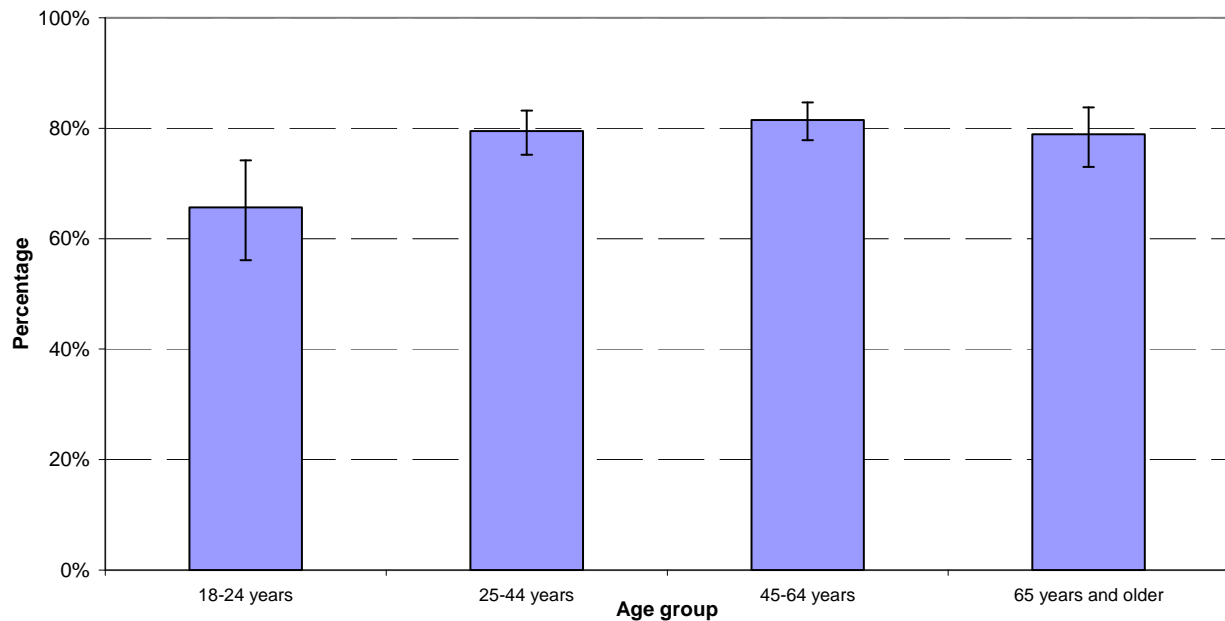
- In 2009, 63% (±3) of York Region residents were aware that exclusive breastfeeding for the first 6 months gave babies all the food they needed for growth (data not shown).
- A significant difference was observed between men (58% ±4) and women (67% ±3) when asked about their awareness of exclusive breastfeeding and meeting the baby's growth needs. A significant difference was also observed among York Region residents with a college/university degree (67% ±3), compared to those with a high school education (54% ±5) (data not shown).
- There was no significant difference between respondents' age groups when asked about the benefits of exclusive breastfeeding of babies for the first 6 months and their growth needs (data not shown)

Awareness of breastfeeding will prevent babies from becoming sick

- In 2009, 76% (±2) of York Region residents were aware that breastfeeding prevents babies from becoming sick, such as getting infections that lead to diarrhea and vomiting (data not shown).
- A significant difference was observed among those with a high school education who thought breastfeeding would help prevent babies from becoming sick (68% ±5), compared to those with a college/university degree (80% ±3) (data no shown).
- No significant difference was noted in the awareness of breastfeeding and preventing sickness in babies among males and females, and among different age groups (data not shown).

For further information on the content or analysis of this summary, please contact
York Region Surveillance Unit at 905-895-4511 ext. 3500

Adults (18+) in York Region Who are Aware of the Benefits of Breastfeeding for the Mother, 2009

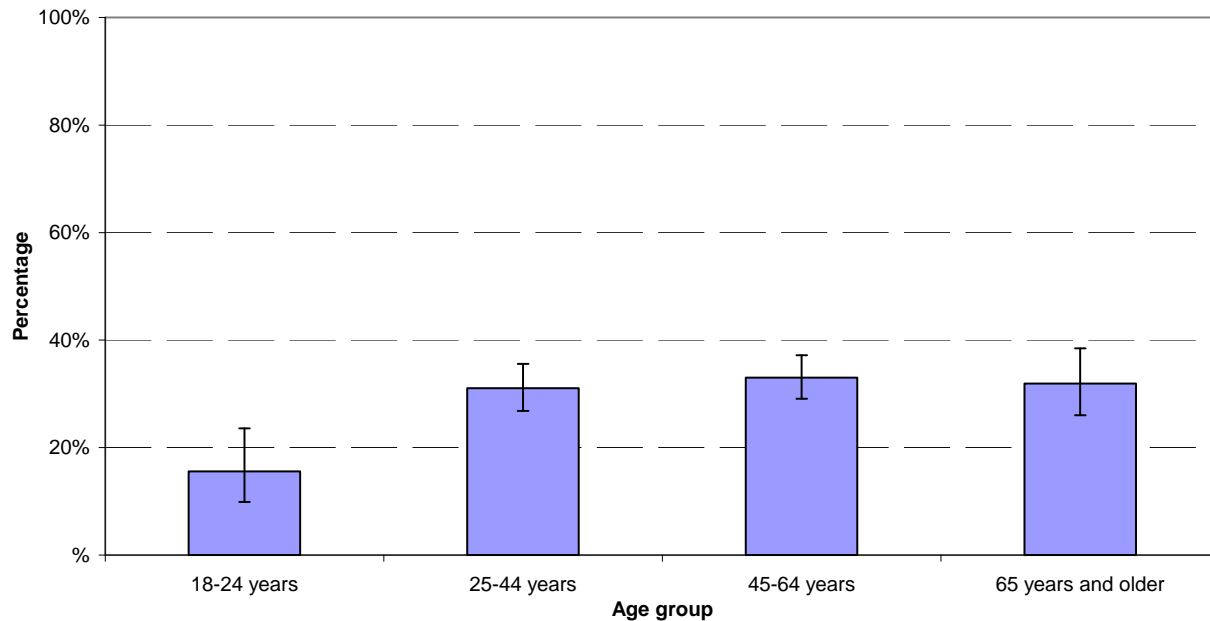


Data Source: Rapid Risk Factor Surveillance System, January 2009 – December 2009

Interpretation:

- In 2009, 79% (± 2) of York Region residents believed that breastfeeding was good for the mother's health, which includes physical and/or mental health (data not shown).
- A significant difference was observed among males and females surveyed who thought that breastfeeding was good for the mother's health (75% ± 4 and 82% ± 3 , respectively) (data not shown)
- 66% (± 9) of those in the 18-24 age group thought that breastfeeding was good for the mother. In comparison, a greater percentage of those in the older age groups thought that breastfeeding was good for the mother
- No significant difference in the awareness of breastfeeding benefits for the mother existed between York Region with different levels of education (data not shown)

Adults (18+) in York Region Who are Aware of Local Public Health Programming Promoting Breastfeeding, 2009



Data Source: Rapid Risk Factor Surveillance System, January 2009 – December 2009

Interpretation:

- In 2009, 30% (±3) of York Region residents were aware of local public health programming that promoted breastfeeding (data not shown).
- A significant difference was observed in the awareness of local public health breastfeeding programming among males and females (25% ±4 and 35% ±3 respectively) (data not shown)
- 16% (±7) of those in the 18-24 age group were aware of local public health programming promoting breastfeeding. In comparison, a greater percentage of those in the older age groups were aware of this type of public health programming.
- No significant difference in the awareness of local public health programming promoting breastfeeding was observed among York Region residents with different levels of education

Data Source: Rapid Risk Factor Surveillance System (RRFSS), [January 2009 – December 2009 (variables BF_9 to BF_12). For more information on RRFSS, visit <http://www.rfss.ca/>

Adults represent individuals aged 18 years or older. This telephone survey was only administered in English, using a random digit dialling methodology and data are weighted for probability of selection in households of different size. Survey indicators based on self-reported information and may be subject to biases, such as recall bias or social desirability bias, or result in high non-response.

┆ and ± represents the 95% confidence interval, meaning 19 times out of 20 the results will fall within this range. Confidence intervals are reported as equal, though this is not always the case as the estimate approaches zero or 100%.

'Don't know' and 'refused' responses are excluded if less than five (5) percent.