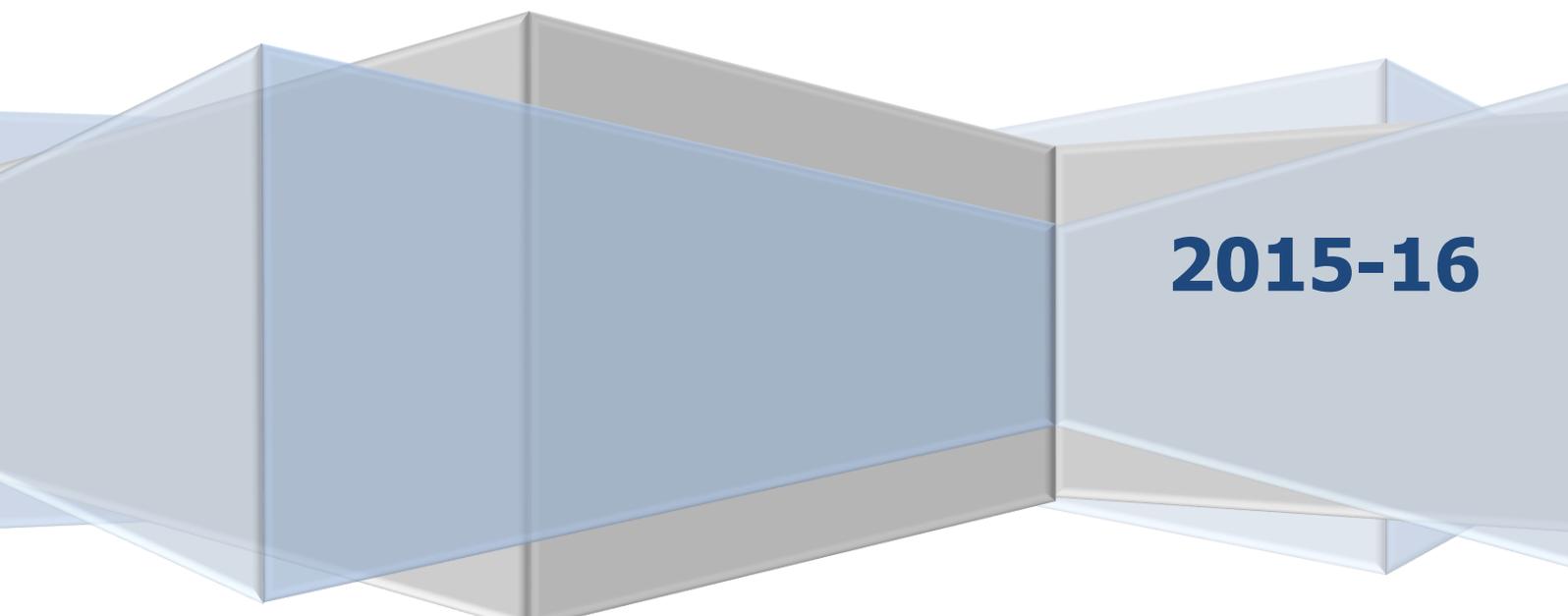


Information on Breastfeeding in Shropshire County at 10-14 days

A decorative graphic at the bottom of the page consisting of several overlapping, semi-transparent, light blue and grey geometric shapes that resemble a stylized, multi-faceted ribbon or a series of connected blocks.

2015-16

Information on breastfeeding in 2015/16 for 10-14-days

The following report includes information on breastfeeding activity by age of mother, deprivation, districts within Shropshire County, rurality, CCG, Local Authority wards and Place Plan Areas in 2015/16 for the first 10-14 days post birth.

Table 1: Breastfeeding Status for Shropshire 2015/16

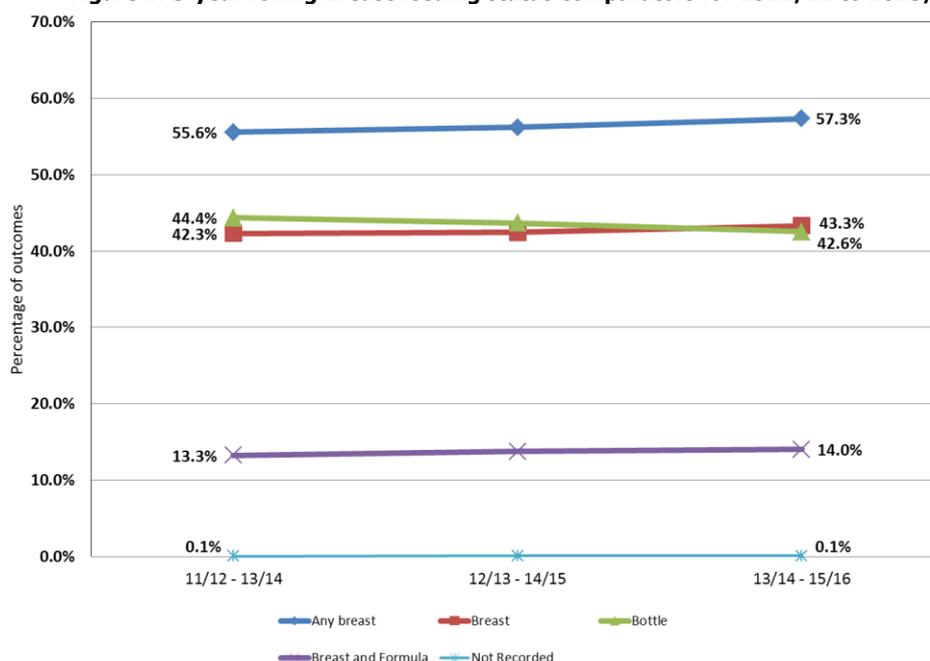
Method	Number	Percentage	95% Confidence Interval		LSE	USE
			LL	UL		
Bottle	1018	42.7%	40.7%	44.7%	2.0%	2.0%
Breast	1011	42.4%	40.4%	44.4%	2.0%	2.0%
Breast and Formula	356	14.9%	13.5%	16.4%	1.4%	1.5%
Not Recorded	1	0.0%	0.0%	0.2%	0.0%	0.2%
Any Breast	1367	57.3%	55.3%	59.3%	2.0%	2.0%
Grand Total	2386	100.0%				

Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

The above table indicates the method and rates of breastfeeding by Shropshire mothers in 2015/16 for the first 10-14 days post birth. Similar proportions of babies were bottle or breast fed; however 'any breastfeeding' (breast and breast formula combined) was significantly higher than any of the other methods.

Figure 1 shows the status comparators for Shropshire in a rolling 3-year period between 2011/12 and 2015/16 and shows that 'any breast feeding' was significantly higher than the other outcomes in all years. There was an increase in the percentage of 'any breast feeding' (1.7%) and breast feeding (1%) and a decrease in bottle feeding (1.8%).

Figure 1: 3-year rolling Breast feeding status comparators for 2011/12 to 2015/16

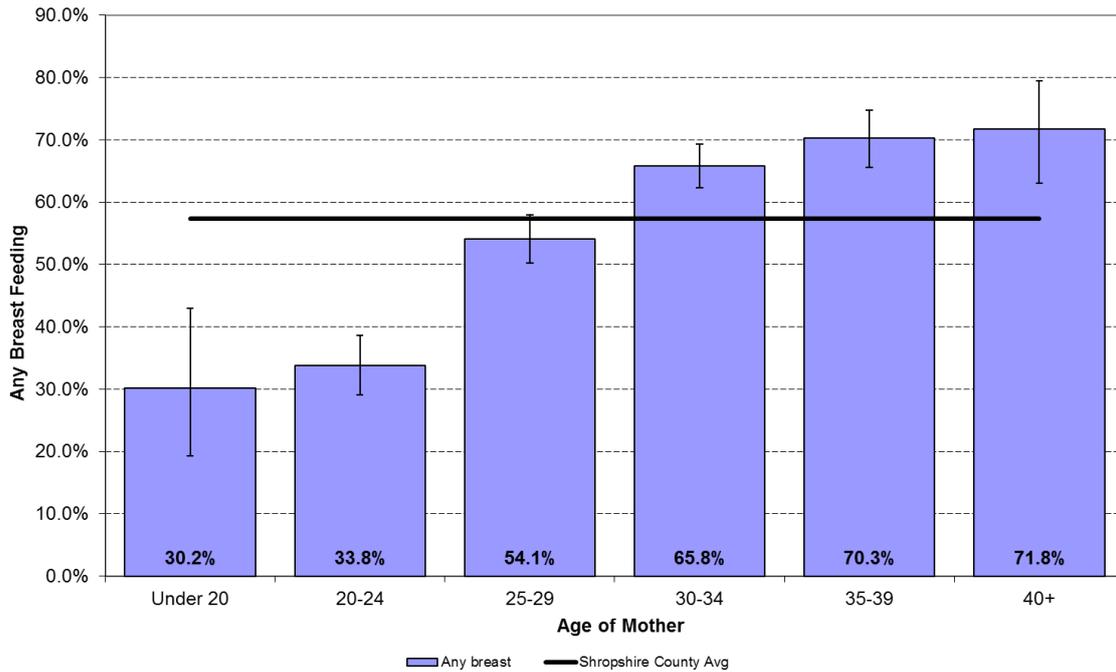


Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

Breast feeding trends by age of mother

Figure 2 shows the 'any breastfeeding' activity for Shropshire County which is comprised of breast and breast formula combined and is derived from the Child Health Surveillance System.

Figure 2 Any breast feeding by age of mother in Shropshire Count 2015/16



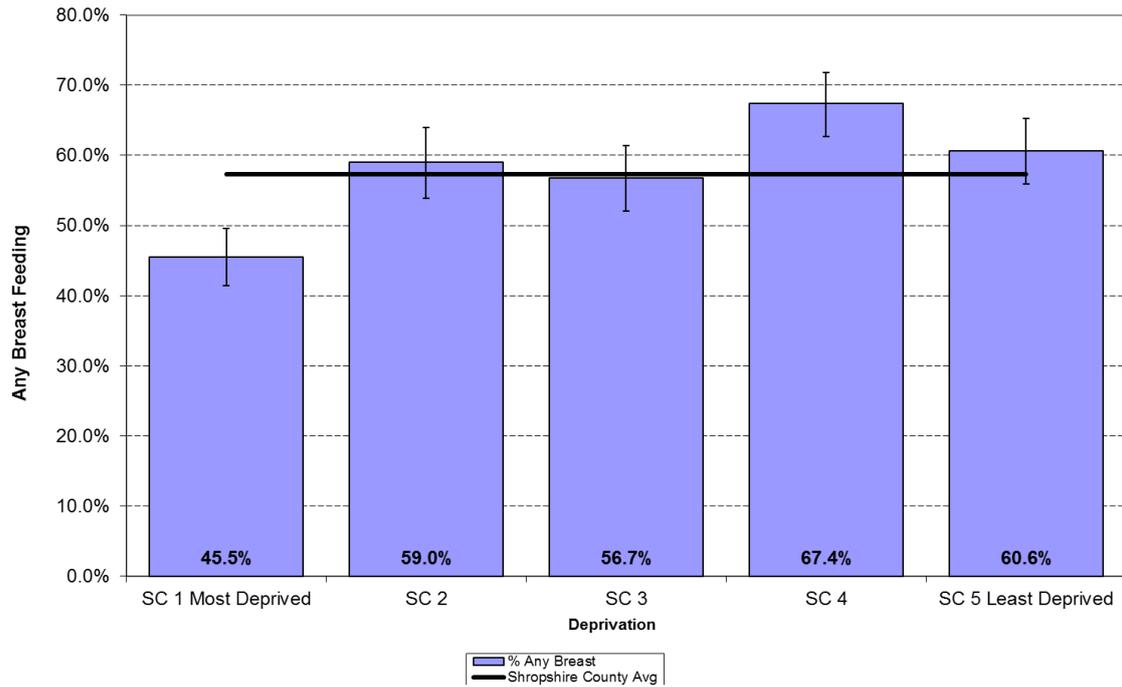
Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

There was a significantly lower percentage of breast feeding in mothers aged 29 and under compared with those aged 30+ with 30.2% of mothers aged under 20 participating in 'any breastfeeding'; this was a 4.5% decrease compared to 2014/15 and was still significantly below the Shropshire average of 57.3%. Mothers aged 30 and above had similar percentage rates in 'any breastfeeding' and were above the Shropshire average. The average increase in 'any breastfeeding' in those aged 30+ was 4.2% and the average decrease in 'any breastfeeding' in those aged 29 and under was 5.5% compared to 2014-15.

Deprivation

The following chart shows that compared to all the other quintiles significantly fewer mothers from the most deprived fifth of Shropshire's population actively participated in 'any breastfeeding' at a rate of 45.5%; a decrease of 3.4% from 2014-15 and below the Shropshire Average of 57.3%. Quintile 4 (67.4%) was significantly higher than quintile 3 and was significantly higher than the Shropshire average.

Figure 3: Any breastfeeding by deprivation in Shropshire 2015/16



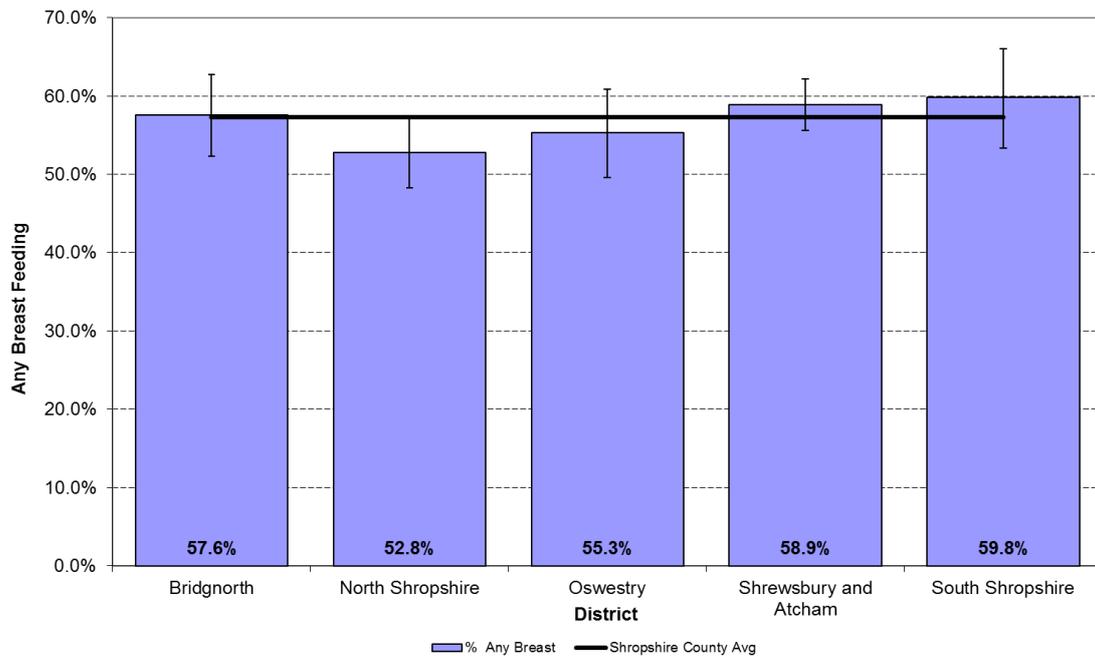
Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

Geographic Areas

District

Figure 4 shows that South Shropshire had the highest percentage of 'any breastfeeding' at 59.8% but was similar to all the other districts and all were similar to the Shropshire Average.

Figure 4 Any breastfeeding by district in Shropshire County 2015/16

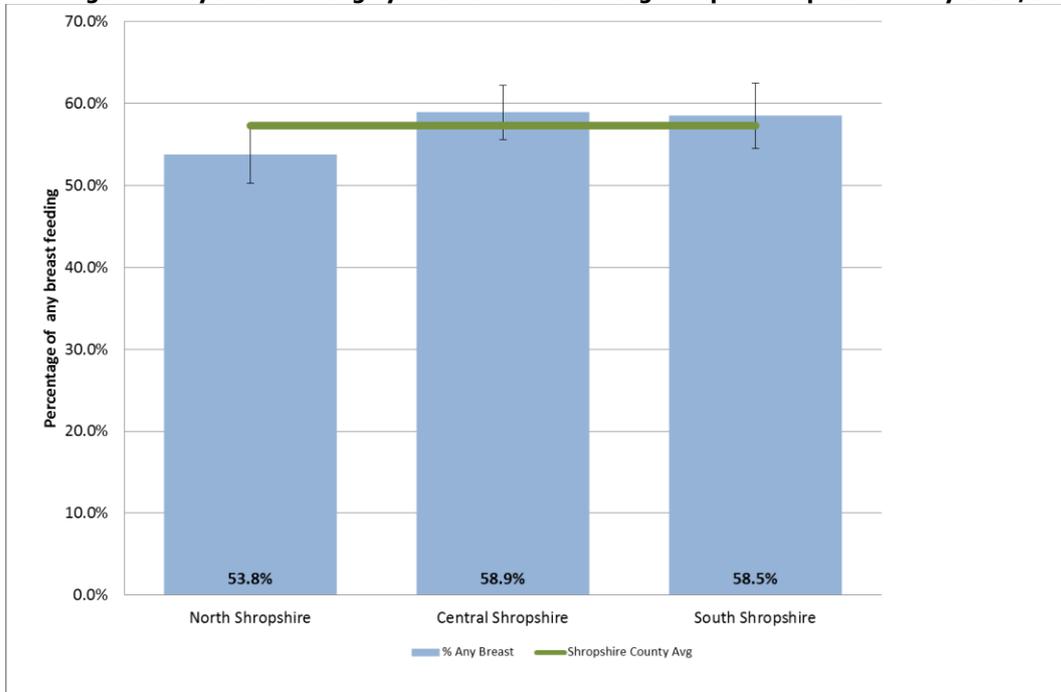


Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

CCG

Figure 5 shows that North Shropshire had a lower percentage of 'any breastfeeding' compared to the other CCG areas but this was not significant and all were similar to the Shropshire average.

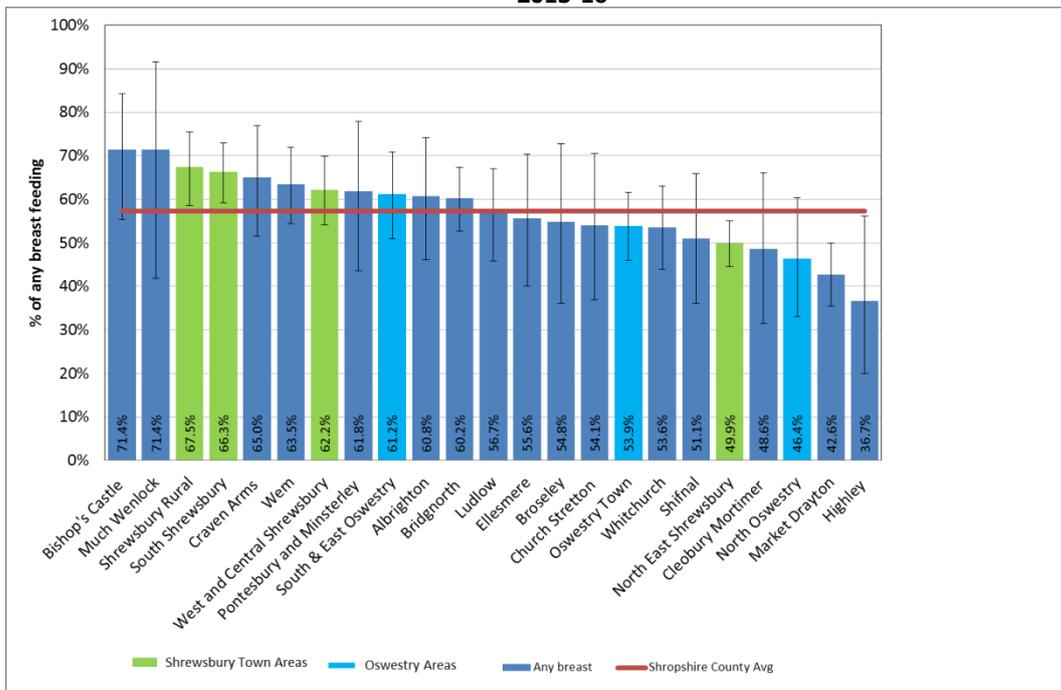
Figure 5: Any breastfeeding by Clinical Commissioning Group in Shropshire County 2015/16



Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

Place Plan

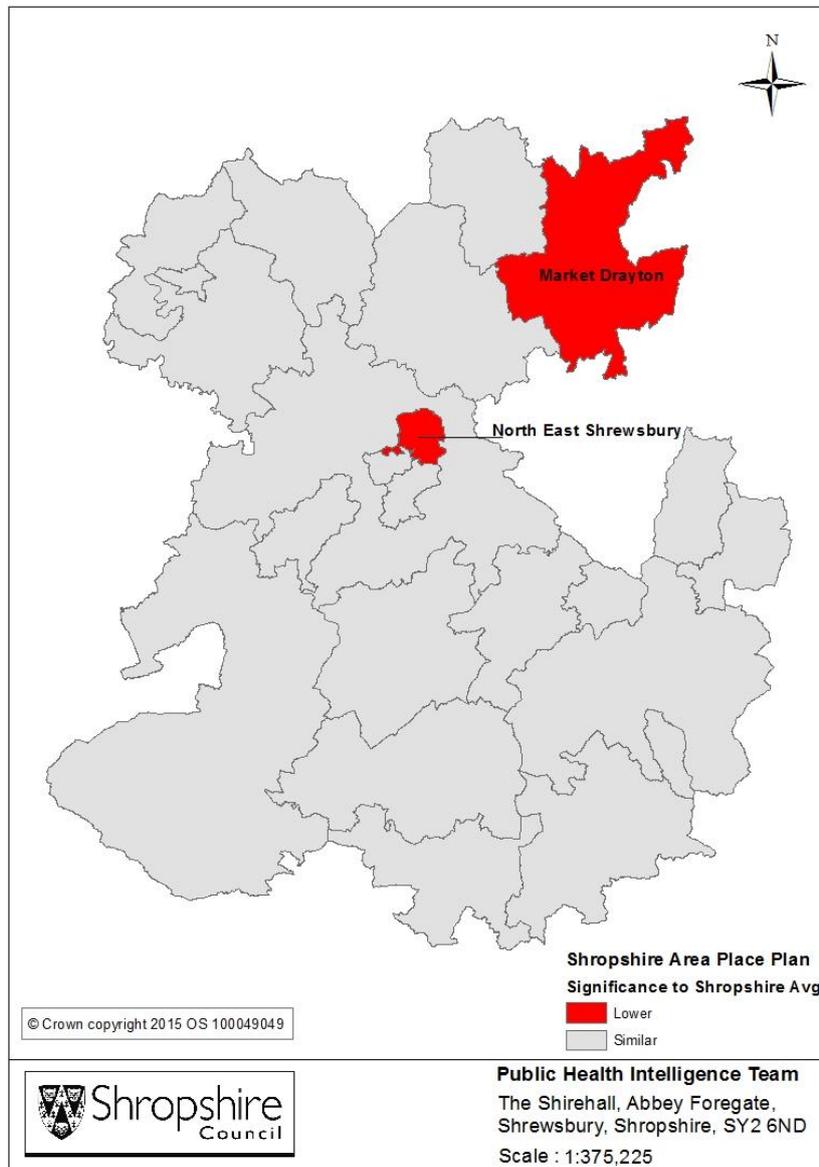
Figure 6: Any breastfeeding by Shropshire County Place Plan in 2015-16



Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

Figures 6 and 7 show that 'any breastfeeding' in the majority of place plan areas were broadly similar except for North East Shrewsbury and Market Drayton which were significantly lower than the Shropshire average

Figure 7: Any breastfeeding Map by significance to Shropshire County average by Place Plan in 2015-16

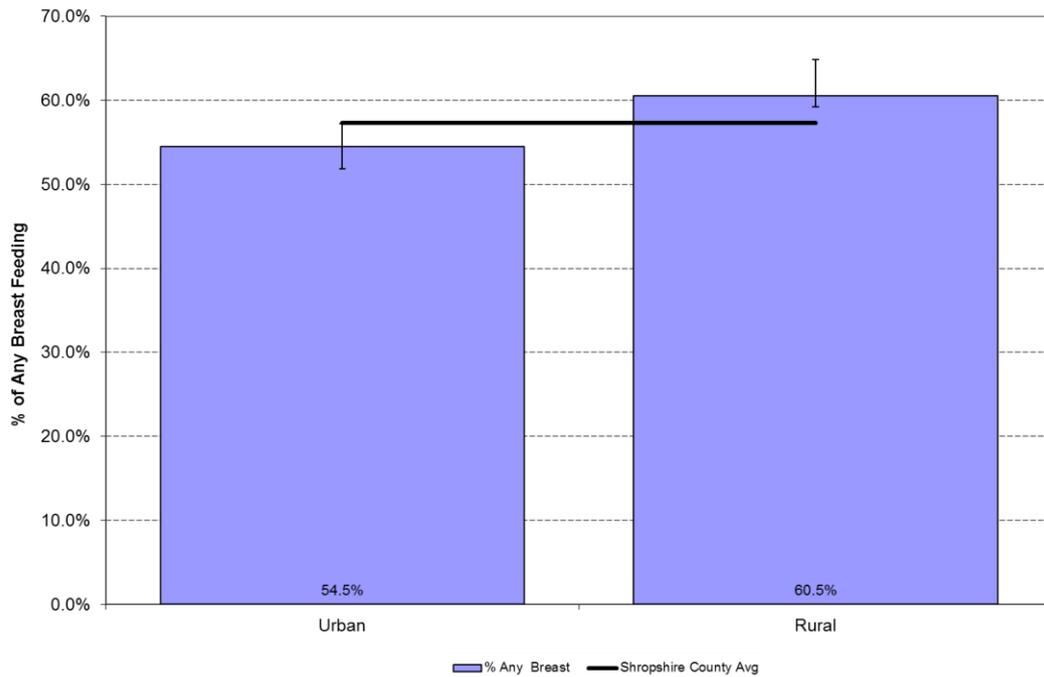


Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015-16

Rurality

The following figure 8 shows that 'any breastfeeding' was significantly higher in rural areas compared to urban areas and was above the Shropshire average.

Figure 8: Any breast feeding by rurality in Shropshire County 2015/16



Source: Child Health Surveillance System, Shropshire Community Health NHS Trust, 2015/16

Summary

- Overall 'any breastfeeding' (breast and breast formula combined) was significantly higher than those only bottle fed.
- In 2015/16 there was a 1.7% increase in any breast feeding and a 1.8% decrease in bottle feeding since 2011/12-2013/14
- Significantly fewer mothers aged 29 and under were breastfeeding at 10-14 days, with 30.2% of mothers aged under 20 participating in 'any breastfeeding'; well below the Shropshire average of 57.3%. Mothers aged above 29 were significantly more likely to breastfeed with the greatest percentage of 'any breastfeeding' in mothers aged 40+.
- Significantly fewer mothers from the most deprived fifth of Shropshire's population actively participate in 'any breastfeeding' compared to mothers in less deprived areas.
- South Shropshire had the highest percentage of 'any breastfeeding' rates but was similar to all the other districts and all are similar to the Shropshire average.
- All CCG areas were similar to each other and the Shropshire average.
- Place plan areas were broadly similar except for Market Drayton and North East Shrewsbury which were significantly lower than the Shropshire average.
- Breastfeeding in rural areas was significantly higher than in urban areas and was above the Shropshire average.