

Infant Feeding Choices 2019

Mothers, fathers and other caregivers want options and balanced information when it comes to choosing how to feed their baby.



INFANT NUTRITION
COUNCIL OF AMERICA



Mothers, fathers and other caregivers were surveyed on how they feed their baby, motivations behind their feeding choices, various feeding methods, and how they receive information.

KEY FINDINGS

- Parents and other caregivers believe that having access to accurate information on both breastfeeding and infant formula is critical to make informed feeding decisions.
- Parents and other caregivers believe it is their decision as to how they feed their baby and they do not want to be judged based on their decision.
- The majority of babies receive both breastmilk and infant formula in the first 12 months of life, and the primary reasons mothers introduce infant formula are health-related.
- Parents and other caregivers support having access to, and information about, infant formula in hospitals.
- Less than half of parents and caregivers view homemade formula, non-store bought formula, or sharing breast milk as dangerous or risky.

1202
RESPONDENTS,
INCLUDING:

802
MOTHERS

400
OTHER CAREGIVERS

Parents and other caregivers understand the benefits of breastfeeding.



of mothers say they breastfeed because of health benefits.



90% of moms assert that it's their decision on how to feed their baby.



Parents and caregivers do not want to be judged based on how they feed their baby.

The introduction of infant formula



of babies receive infant formula at some point during the first year of life.

Top 3 Reasons for Introducing Infant Formula

1. Not producing enough milk
2. Problems breast feeding
3. Baby not gaining enough weight



2 out of 3 moms feel judged on their infant feeding choices.

Parents and other caregivers want access to accurate, easy-to-understand information to make informed decisions on how to feed their baby.

When asked where they receive their infant nutrition information, respondents list their pediatrician, doctor or OBGYN, lactation consultant, WIC website or clinic, and Government websites such as the CDC or HHS as top sources.



of survey respondents consider government websites an important source of information on infant feeding and believe these sites should not restrict access to information.

Parents and other caregivers look to the government as a resource for balanced information on infant feeding.



2 out of 3 of mothers believe the government should provide information and resources on breastfeeding and infant formula.



82% of parents and caregivers think breastfeeding and infant formula information should be provided to new moms in the hospital

Parents and other caregivers need to be aware of the risks related to non-recommended infant feeding options.



of moms view homemade formula as non-risky.



61% of moms oppose health care professionals or the government restricting infant feeding information to breastfeeding only.