

A QUALITATIVE STUDY EXPLORING FACTORS ASSOCIATED WITH MOTHERS' DECISIONS TO FORMULA-FEED THEIR INFANTS IN NEWFOUNDLAND AND LABRADOR, CANADA



INTRO

The province of Newfoundland and Labrador had the lowest breastfeeding initiation rate (64.0%) in Canada. This was interesting as breastfeeding has numerous health benefits.

METHODS

This study looked at reasons that shaped mothers' decisions to formula feed their infants. Nineteen mothers who were currently formula feeding their children participated.



RESULTS



The main reasons mothers chose to formula feed included issues concerning the support needed to breastfeed, the convenience associated with formula feeding, and the stigma surrounding breastfeeding in public.

CONCLUSION

These findings help to better understand why mothers choose formula feeding over breastfeeding and may help to inform the development of public health interventions targeted at this population of mothers.



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