



PUBLIC BREASTFEEDING IN TEXAS

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TABLE OF CONTENT

Executive Summary	A – 1
Recommendations	A – 3
Findings from Interviews with Human Resource Executives	B – 1
Findings from Focus Groups with Business Representatives	C – 1
Breastfeeding in Public: Awareness Study	D – 1
Public Breastfeeding Peer Counselor and Client Interviews	E – 1
Appendices	
Appendix A: Focus Group Guide	F - 1
Appendix B: True False Focus Group Worksheet	F – 4
Appendix C: Breastfeeding Benefits	F – 5
Appendix D: Peer Counselor Interview Guide	F – 6
Appendix E: Human Resources Interview Guide	F – 7
Appendix F: Telephone Survey	F – 18

PUBLIC BREASTFEEDING: A TEXAS STUDY OF ATTITUDES AND ACTIONS IN THE GENERAL PUBLIC AND BUSINESS COMMUNITY

EXECUTIVE SUMMARY

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) contracted with SUMA/Orchard Social Marketing Inc. to conduct research exploring issues related to public breastfeeding. The research consists of:

- A telephone survey of 1,200 adults representing the general adult population of Texas
- Twenty one-on-one telephone interviews with human resource specialists from companies that operate in Texas
- Five focus groups with owners, managers, and security personnel of local retail stores, restaurants, and other businesses frequented by the public
- Interviews with 39 WIC clients and 20 WIC breastfeeding peer counselors who were breastfeeding or had recently breastfed

Most respondents in all target audiences supported a woman's right to breastfeed in public as long as she is covered up or discreet. A notable number of interviewees mentioned bathrooms as a place where women should breastfeed; many did not seem to consider a bathroom an inappropriate place to feed a baby. Most respondents agreed, however, that more private places specifically designed for breastfeeding mothers should be available in public places.

ATTITUDES: POLICIES REGARDING PUBLIC BREASTFEEDING AND DECALS SUPPORTING PUBLIC BREASTFEEDING

Business respondents did not view breastfeeding in public as an issue that requires formal policies, breastfeeding-friendly decals, or a promotional campaign. Employees and customers who breastfeed did not appear to be a concern for most companies represented in the study. Few of the companies had created policies to allow employees to express milk while on the job, and few had created policies for customers. Most would prefer to use discretion in handling individual situations as they occur. A "mother-friendly" designation by the state seemed to hold little interest for the companies in the study.

In the survey conducted with the general public, respondents who had breastfed in public or who had partners who had breastfed in public or who were expecting their first child were significantly more likely to feel "very

comfortable” breastfeeding in a business establishment that identified itself as being breastfeeding friendly with a decal or sign versus breastfeeding in an establishment that did not.

The concept of a “Breastfeeding Welcome Here” decal was also popular with all of the peer counselors and 94% of the 39 WIC clients who participated in the study.

BUSINESS REPRESENTATIVES’ FEEDBACK ON THE “BREASTFEEDING WELCOME HERE” DECAL AND THE FACT SHEET TARGETED TO BUSINESSES

Business representatives in focus groups suggested dropping the term “breast milk” from the “Breastfeeding Welcome Here” decal. Managers of restaurants were particularly opposed to the term. They said it sounded as if breast milk were a menu item. Some respondents found the fact sheet on breastfeeding benefits for businesses helpful and particularly liked the information about the law. They said other verbiage on the fact sheet was confusing.

BUSINESS AND PERSONAL EXPERIENCES OF INCIDENTS SPARKED BY PUBLIC BREASTFEEDING

Business representatives reported few customer complaints related to breastfeeding. Most had never had a problem with employees expressing milk. Corporate locations appeared to be more likely than retail locations to be breastfeeding-friendly and have space available for a lactation room. Space and time were cited as the greatest challenges to offering breastfeeding support to female employees.

Only two in 10 respondents had heard of anyone being asked to leave an establishment because of breastfeeding. Only 1% had heard of a woman being arrested for breastfeeding. None of the business representatives or human-resource specialists was aware of a woman being arrested for breastfeeding. Business representatives in focus groups did report some incidents sparked by breastfeeding; security staff were the most likely to be involved in such incidents. But the incidents were few considering the number of businesses and years of business/management experience represented in the focus groups.

Of the 39 WIC clients interviewed, 86% reported no negative experiences breastfeeding in public, while 60% of the 20 peer counselors interviewed reported a negative experience, mainly feelings of being stared at or not having a proper place to breastfeed. Although few WIC clients reported negative experiences breastfeeding in public, 90% of peer counselors said clients frequently express concerns related to breastfeeding in public.

Almost two-thirds of WIC clients (64%) and peer counselors (65%) indicated that the duration of their breastfeeding was not affected by how comfortable they felt about breastfeeding in public.

KNOWLEDGE OF THE LAW

Some of the business representatives and none of the human-resource specialists were aware of laws in Texas regarding breastfeeding. Survey findings from the general public show that few were aware of any state law that governs where and when mothers may breastfeed in public. Most people with children under age 18 did not believe that the State of Texas has a law regarding breastfeeding. Of the 39 WIC clients interviewed, 72% reported not knowing about the law, although 95% of the peer counselors interviewed said they counsel clients that breastfeeding in public is legal and 65% said they distribute the “License to Breastfeed” card. (The sample of peer counselors in the study was from across the state, while the WIC clients were from one geographic location. Therefore, application of the findings from the client group related to education on the breastfeeding law is limited.)

KNOWLEDGE OF THE BREASTFEEDING

Most respondents in all of the target audiences knew that breastfeeding is healthier for the baby, but they were much less knowledgeable about all the benefits for the baby and for the mother. Eight of 10 respondents recalled unaided that breastfeeding is better for the baby’s health or that it helps build immunities. Many respondents in all audiences were surprised to learn that breastfeeding can help prevent sudden infant death syndrome (SIDS), certain cancers, diabetes, and obesity. Most had very little knowledge of the number of benefits for mothers. Some business representatives in the focus groups questioned the sources and validity of this information.

RECOMMENDATIONS

Beyond the fact that breastfeeding is best, most respondents know little about the benefits to mother and baby about breastfeeding; knowledge of the Texas breastfeeding law is nominal at best. The findings of this research point to the following strategies and campaign elements to increase support for public breastfeeding:

- Base efforts to increase breastfeeding-friendly business environments on targeting businesses with information about the economic benefits to the company of offering a breastfeeding-friendly environment for employees and patrons. Businesses are most motivated to promote breastfeeding-friendly environments by the economic benefits. Campaign materials

should cite specific examples of companies that have reduced medical costs or maternal absenteeism by being breastfeeding-friendly, and should detail the savings to the company.

- Educate the public and businesses about the inappropriateness of breastfeeding or expressing milk in a bathroom that does not have a separate lounge. Model the campaign after the Australian campaign which features a business man eating in a bathroom stall with the tagline, “You wouldn’t eat here. So why should a baby?” Encourage businesses and public places such as malls to designate a specific area other than a bathroom for women to breastfeed.
- Promote knowledge among businesses and the public about the Texas law protecting a mother’s right to breastfeed her baby in any location in which the mother is authorized to be.
- Prominently display a poster in every WIC clinic that states this law.
- Develop a targeted approach to educating security companies about laws protecting a woman’s right to breastfeed and appropriate ways to handle complaints or concerns about a woman breastfeeding in public.
- Offer greater support to women who breastfeed by promoting supportive tools. Expand the promotion-of-the-pump program. Explore partnering with companies that can offer WIC clients discounts on items that make it easier for women to breastfeed in public, such as breastfeeding bras, baby slings, and front packs. Demonstrate in classes how to use items such as these to breastfeed discreetly in public.
- Consider abandoning or taking a limited approach with the concept of the “Breastfeeding Welcome Here” decal. A limited approach could target one popular business, such as Starbucks or Wal-Mart, to pilot a campaign with the decal. The pilot would provide a better understanding of the time and effort required to undertake such a campaign. Gaining the involvement of one high-profile business with multiple locations could also be leveraged to gain the involvement of other businesses.
- If the “Breastfeeding Welcome Here” decal is used, drop the term “breast milk.”
- In any campaign effort aimed at the public or businesses, promote ALL the benefits of breastfeeding for baby and mother. When possible, cite the source for breastfeeding facts, such as the American Pediatric Society.

Increasing knowledge of the benefits will increase support for public breastfeeding.

- Rewrite the Texas Department of State Health Services breastfeeding fact sheet for businesses to more clearly promote the benefits to business.
- Recognizing the enormity of the task and that it cannot be accomplished by WIC alone, local WIC staff should be encouraged to take an active role in the formation and leadership in “healthy mother, healthy baby” type coalitions to raise public awareness of the benefits of breastfeeding and the law.



Findings from Interviews with Human Resource Executives

August 2006

Objectives

- ◆ Primary objective
 - Determine the knowledge and attitudes among Human Resource Executives regarding breastfeeding in public entities
- ◆ Secondary objectives
 - Determine the perception of breastfeeding in the workplace and retail setting among companies who have locations within the State of Texas
 - Determine the Human Resources Executives' knowledge of benefits related to breastfeeding
 - Determine if companies have policies in place for either customers or employees about breastfeeding
 - Determine willingness to use decal to signify the business welcomes breastfeeding moms



Methodology

- ◆ 20 one-on-one telephone interviews were conducted with Human Resource Executives from companies operating in the State of Texas
 - Interviews were completed from August 17, 2006 to August 24, 2006
 - The average interview length of the survey was 15 minutes
 - Sample was pulled of different retail businesses having locations in the State of Texas
 - Quotas for different types of retail businesses in the State of Texas were set to ensure representation of the retail business place:
 - ▲ Restaurants 4
 - ▲ Department Stores 3
 - ▲ Mall Management Companies 3
 - ▲ Security Companies 3
 - ▲ All other type of retail business locations 7
 - Respondents must be primarily responsible for creating policies and procedures related to maternity leave and related issues for employees



Dialings

DISPOSITION OF CALLS	ACTUAL DIALINGS	PERCENTAGE OF TOTAL DIALINGS
No Answer	53	6.8%
Busy	13	1.7%
Answering Machine	239	30.7%
Wrong Number	236	30.3%
Generic Call Back	97	12.5%
Disconnect	7	0.9%
Initial Refusal	72	9.2%
Terminate in Middle	0	0.0%
Language Barrier	0	0.0%
Fax/Modem	0	0.0%
Qualified Refusal	13	1.7%
Blocked number	0	0.0%
Complete	20	2.6%
Terminate QA - TYPE OF BUSINESS	12	1.5%
Terminate QB - NOT RESPONSIBLE	11	1.4%
Terminate QS1 - TITLE	0	0.0%
Terminate QS2 - INDUSTRY	6	0.8%
TOTAL DIALINGS	779	100%
INCIDENCE(%)	53.22	
DIALINGS PER COMPLETE	38:1	



Notes about Methodology

- ◆ Base sizes for this study are extremely small (N = 20)
 - No significance testing will be performed on the data presented
 - Data is reported by number of respondents due to small base sizes
 - All comments will be based on differences and similarities noted throughout the data



Key Findings

- ◆ Overall, breastfeeding employees and customers do not appear to be a concern for most of the companies represented in this study
 - Few of the companies have created policies to allow employees to express milk while on the job and few have created policies for their customers as well
 - “Mother Friendly” designation by the state seems to hold little interest for these companies
- ◆ Awareness for laws regarding breastfeeding in the workplace or in public is extremely low
 - Few of the companies have heard of any incidents related to breastfeeding in public as well
- ◆ Although awareness among companies of the benefits of breastfeeding overall and supporting breastfeeding employees is strong, there seems to be little sense of urgency to create policies for employees or customers



Overall Respondent Profiles

Types of Businesses	
Restaurants	4
Mall Management	3
Department Stores	3
Security Company	3
All other	7
Job Title	
Human Resources Manager	6
Director of Human Resources	5
Vice President of Human Resources	4
President	1
Owner	1
All other	3
Base:	20

Business is . . .	
Privately held	14
Publicly held	6
Company headquarters in	
Texas	18
California	1
Tennessee	1
Average Length of Time in Human Resources	
	17 years
Base:	20

QA, OS1, OS6, OS3, Q32



Respondent Profiles - Continued

Average Number of employees overall (N = 10)	3,975
Average Number of employees in Texas (N = 17)	1,688
Average Number of female employees of childbearing age (N = 7)	654
Average number of employees on maternity leave in past year (N = 10)	87



Decision Making/Responsibility

Who at your company is primarily responsible for creating policies and procedures related to maternity leave and related issues for your employees at your company?

	Total Sample (N = 20)	Mall Management (N = 2)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
I am	10	0	1	1	4	4
Both myself and someone else	9	2	2	2	0	3

OSB



Number of Locations Nationally

Including your office location, how many different locations does your company have nationally?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
None	2	1	0	1	0	1
1 to 10	2	1	0	1	0	1
11 to 25	0	0	0	0	1	2
26 to 50	1	0	0	0	1	0
51 to 100	6	2	0	1	1	2
101 to 150	3	0	2	0	1	0
More than 150	4	0	1	1	0	2

QS4a



Locations in Texas

Including your office location, how many different locations does your company have in the State of Texas?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
1 to 10	7	2	1	2	0	2
11 to 25	4	0	0	0	2	2
26 to 50	2	1	0	0	1	0
51 to 100	5	0	2	0	1	2
101 to 150	1	0	0	0	0	1
More than 150	1	0	0	1	0	0

QS4b



Retail Stores/Locations

Of the locations in Texas, how many are retail stores/locations?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
1 to 10	7	3	0	2	0	2
11 to 25	4	0	0	0	2	2
26 to 50	2	0	0	0	1	1
51 to 100	6	0	3	0	1	2
101 to 150	1	0	0	0	0	1
More than 150	0	0	0	0	0	0
Don't know	1	0	0	1	0	0

QS5



Employees Nationally

How many employees does your company employ . . . ?

Nationally

	Total Sample (N = 18)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 3)	All Other (N = 6)
0 to 50	0	0	0	0	0	0
51 to 100	0	0	0	0	0	0
101 to 150	0	0	0	0	0	0
151 to 500	1	0	0	0	0	1
501 to 1000	1	1	0	0	0	0
More than 1000	10	2	2	0	3	3
Don't know/refused	6	0	1	3	0	2

OS7A



Employees in Texas

How many employees does your company employ . . . ?

In the State of Texas

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
0 to 50	0	0	0	0	0	0
51 to 100	2	1	0	0	0	1
101 to 150	2	1	0	0	0	1
151 to 500	3	0	0	1	1	1
501 to 1000	3	1	0	0	1	1
More than 1000	7	0	2	0	2	3
Don't know	3	0	1	2	0	0

OS7B



Female Employees of Childbearing Age

How many employees does your company employ . . . ?

That Are Female and Childbearing Age

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
0 to 50	0	0	0	0	0	0
51 to 100	1	0	0	1	0	0
101 to 150	1	0	0	0	1	0
151 to 500	2	1	1	0	0	0
501 to 1000	1	0	0	0	1	0
More than 1000	2	0	0	0	1	1
Don't know	13	2	2	2	1	6

Q2



Research Findings: Employee Breastfeeding Issues

Policies and Awareness of Breastfeeding Law

- ◆ Overall, few of the companies (3) contacted have a breastfeeding policy for employees or customers
 - In addition, few of those without a policy are inclined to create one
- ◆ Policies regarding breastfeeding appear to be created based on an 'experience' basis, meaning they deal with this issue as needed
 - Those without employees of child bearing age and those with mostly part-time employees do not show concern for creating a breastfeeding policy
 - Policies are also based on available space at the location and varies between some corporate locations versus retail locations
- ◆ None of the company representatives are aware of any laws in Texas regarding breastfeeding
 - Also, none are aware of a woman being arrested for breastfeeding
- ◆ Only one company had a policy in place regarding customer breastfeeding
 - Most will not allow local stores/locations to create their own policy regarding customer breastfeeding



"Mother Friendly" Designation

- ◆ Few of the respondents (2) are aware of the "Mother Friendly" designation for companies
 - Notably, only 5 out of the 20 company representatives felt the designation is important



The Benefits of Breastfeeding

- ◆ Company representatives are aware breastfeeding is beneficial to female employees
 - They most often recall breastfeeding cuts down on absenteeism
 - Notably, only half of the respondents interviewed had employees out on maternity leave in the last year



Challenges to Breastfeeding Support

- ◆ Overall, space appears to be the biggest challenge to offer breastfeeding support
 - Corporate locations are much more likely to be breastfeeding-friendly for employees than retail locations
 - Six out of the 20 companies represented said they have space for a breastfeeding/lactation room
 - Most said it would be difficult to add a breastfeeding/lactation room to a retail location



Opinions about the Decal

- ◆ Most are unsure if their company would consider displaying a decal or sign indicating being a breastfeeding friendly establishment
 - Only two said they are interested in displaying the decal or sign



Current Policy for Maternity Leave?

Mall Management:

"Length of time not a specific amount of time. Leave is unpaid. It depends on the status the employee came in at."

"Length of time - whatever the government allows. Leaves are unpaid. Salary not provided."

"Length of time. FMLA act (says) 12 weeks maximum barring complications. Leave is unpaid and may be augmented with time off/vacation. Salary can be full or reduced depending on time off."

Department stores:

"Length of time 90 days through FMLA. Leave is unpaid unless you have vacation or sick time or short term disability. Salary partially full and partially reduced pay."

"Length of time up to 16 weeks, we pay for 1 month of FMLA. We pay full pay. You can also supplement with short term disability which will be 60% of pay after full pay has been exhausted."

"Refused."

Security:

"Length of time is 12 weeks. Leave not paid."

"Length of time, female employees can take off as much time as they need. Leave is unpaid leave. No salary is provided while on leave for the employee."

"Length of time, no set policy. Employees are asked to find someone to replace them while they are away. Leave is unpaid as they are subcontractors."

Q3



Current Policy for Maternity Leave?

Restaurants:

"Length of time is 6 weeks, if not FMLA, otherwise 12 weeks. Unpaid hourly and 60% pay for managers."

"Length of time complies with FMLA - 12 weeks. Leave is dependent on vacation time and after that is unpaid leave."

"Length of time FMLA. Leave is unpaid unless have personal leave such as vacation."

"Length of time up to 12 weeks FMLA. Leave is 6 weeks paid salary and reduced salary after 6 weeks."

All Other:

"It is covered under FMLA policy. We have paid time off for our permanent employees short term for 14 days. It is mainly covered like any other illness."

"It is the same for all employees as far as leave is concerned. It is partially paid."

"Length of time 6 weeks to 6 months and leave is unpaid."

"Length of time based on medical necessity. Paid reduced salary."

"Length of time is 6 weeks and leave is unpaid."

"Length of time, no set time off. May use vacation time and leave is unpaid."

"Length of time pregnancy act of 1978, 6 weeks normally unpaid leave, unless you have vacation or time and if you are exempt. Full service receives full pay, non exempt receives 60% of pay if you have selected pay deferral insurance."

Q3



Decision Making/Responsibility

Does maternity leave policy vary based on location and/or State?

	Total Sample (N = 17)	Mall Management (N = 3)	Department Stores (N = 2)	Security (N = 2)	Restaurants (N = 4)	All Other (N = 6)
Yes	5	1	0	1	1	2
No	10	2	2	0	3	3
Not applicable	2	0	0	1	0	1

Q4



Differences Between States?

Mall Management:

“Some states have state disability leave, but not in Texas, for example.”

Security:

“May be affected in California because of union affiliation.”

Restaurants:

“It could vary because we operate in other states and we comply with all state laws.”

All Others:

“In California you can go on maternity leave 30 days prior to your due date. California retains your job for 16 weeks after a maternity leave, where as some states only guarantee your position for 12 weeks.”

“Only differs when the state laws are different, like Wisconsin state laws. Otherwise, the policy is the same.”

Q5



Policy Regarding Employee Breastfeeding

What is your company's current policy regarding female employees who are breastfeeding and wish to express milk while at work?

	Total Sample (N = 19)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 3)	All Other (N = 7)
We don't currently have a policy	16	2	2	3	2	7
We have a designated room/area for women to pump	3	1	1	0	1	0

Q6



Corporate vs. Retail Locations

Is the policy the same at the corporate office as it is at the retail stores/locations?

	Total Sample (N = 18)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 3)	All Other (N = 6)
Yes	10	1	1	2	3	3
No	2	1	1	0	0	0
Not applicable	6	1	1	1	0	3

Q7



Corporate Policy VS. Retail Location Policy?

Mall Management:

"The policy does not differ, but at the malls the employees have to use the family room. Where as we have a specific room at our corporate locations."

Department Stores:

"We don't have space at the retail outlets for breastfeeding or expression of milk."

Q8



Experience of Company with Employees Expressing Milk?

Mall Management:

"No."

"They are allowed to do this by our company policy and we have a designated facility for this at our corporate office."

"We do not have any problems with this."

Department Stores:

"Nothing comes to mind."

"We allow it in our corporate setting. Female employees can have privacy in the restroom area to do this. It would be more difficult at the retail stores because of the space."

"We have a designated area for employees at the corporate office but not at the retail outlets."

Security:

"Mostly because we have part-time employees. So they have time to be able to breastfeed their infants that does not interfere with their work schedule."

"No experience. We have a dangerous situation so generally this is not done at our company, especially field locations."

"No issues have come up regarding this."

Q9



Awareness of Benefits for Infants

Awareness of breastfeeding benefits for . . . ?

Infants

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Builds a bond for child with the mother	18	3	3	3	2	7
Better for baby's health (Results in less time off due to sick children)	13	3	1	2	1	6
Prevents allergies	10	1	0	2	3	4
Helps prevent diabetes	9	2	0	2	4	1
Helps prevent obesity	9	2	0	1	4	2
Helps prevent SIDS	6	1	0	1	2	2
Can increase baby's IQ	5	1	0	1	2	1

Q10



Awareness of Benefits for Mothers

Awareness of breastfeeding benefits for . . . ?

Mother

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Builds a bond with the child	18	3	3	2	4	6
Saves money	16	3	2	3	3	5
More convenient	13	3	2	2	3	3
Helps the mother lose weight faster	12	4	2	1	2	3
Helps to shrink the uterus to its pre-pregnancy size	8	0	3	0	2	3
Helps prevent breast cancer	7	1	0	2	2	2
Releases hormones that help relax the mother	6	1	1	0	2	2
Helps prevent excess bleeding	5	0	2	0	0	3
Helps reduce the amount of sick days after maternity leave for mothers who work	4	2	1	0	0	1
Helps reduce the length of maternity leave for mothers who just had a baby	3	2	1	0	0	0

Q10



Issues Related to Women Working and Breastfeeding

When you think of women working and breastfeeding, what kinds of
issues come to mind?

Unaided

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Space	8	2	0	0	1	5
Privacy	8	1	0	1	1	5
Time	2	0	0	0	1	1
Other	2	0	1	1	0	0
None	8	0	2	1	3	2

Q11



Issues Related to Women Working and Breastfeeding

When you think of women working and breastfeeding, what kinds of issues come to mind?

Total Mentions (Unaided + Aided)

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Space	16	2	3	2	2	7
None	19	3	2	2	6	6
Privacy	14	1	2	2	2	7
Time	7	0	0	1	2	4
Other:	3	0	2	1	0	0

Q11/12



Establishing A Policy?

Does your company have any plans to establish a policy regarding female employees who wish to continue breastfeeding when they return to work?

	Total Sample (N = 18)	Mall Management (N = 2)	Department Stores (N = 2)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	1	0	1	0	0	0
No	8	1	0	1	1	5
Don't know	9	1	1	2	3	2

NOTE: Among those who do not have plans to establish a plan for female employee breastfeeding, three don't think they will ever institute a policy and the rest don't know when they might consider creating a policy.

Q13



Why Wouldn't the Company Establish a Policy?

Security:

"Our female employees can generally work their schedules to best fit their personal needs. Most work part-time."

Restaurants:

"Because we don't have issues regarding breastfeeding and at our corporate office the females are over 50 years of age."

All other:

"At the retail stores, offices are very small and there's not enough space for a privacy area."

"Because there would be issues of space and privacy. It's retail grocery stores. The bathrooms are very small."

"I don't think there will be a policy established because we have no problems with this issue."

"Mainly because we don't have any issues regarding that."

"We haven't had a need for the policy."

Q15



Awareness of Designation

Have you heard of the "Mother Friendly" designation for companies?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	2	0	0	1	0	1
No	17	2	3	2	4	6
No answer	1	1	0	0	0	0

Q16



Importance of Designation

How important is having your company designated as “Mother Friendly” by the Department of State Health Services?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Very important	4	1	0	0	2	1
Somewhat important	1	0	1	0	0	0
Neither important nor unimportant	1	0	0	0	0	1
Not very important	1	0	0	0	0	1
Not at all important	3	0	0	1	1	1
Don't know	10	2	2	2	1	3

Q17



Benefits of Breastfeeding Support

Benefits to your company for providing breastfeeding support to female employees?

First Mention

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Less absenteeism by mother	7	3	1	1	0	2
Greater job productivity because the mother is less stressed	1	0	0	0	1	0
A healthier work force because breastfeeding is best	2	0	1	0	1	0
None	6	0	0	1	1	4
All other	4	0	1	1	1	1

Q18



Benefits of Breastfeeding Support

Benefits to your company for providing breastfeeding support to female employees?

Second Mention

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Greater job productivity because the mother is less stressed	4	0	1	1	0	2
Less absenteeism by mother	1	0	0	0	1	0
None	15	3	2	2	3	5

NOTE: None of the respondents gave a third mention.

Q18



Challenges of Breastfeeding Support

Greatest challenges to offering breast feeding support to female employees? (In order of importance)

First Mention

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Space	8	0	0	1	2	5
Time	4	0	0	1	1	2
Office layout	1	0	1	0	0	0
Privacy issues	1	0	1	0	0	0
None	6	3	1	1	1	0

Q19



Challenges of Breastfeeding Support

Greatest challenges to offering breast feeding support to female employees? (In order of importance)

Second Mention

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Office layout	4	0	0	1	0	3
Privacy issues	4	0	1	1	1	1
Space	3	0	1	0	1	1
None	9	3	1	1	2	2

Q19



Challenges of Breastfeeding Support

Greatest challenges to offering breast feeding support to female employees? (In order of importance)

Third Mention

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Space	1	0	0	1	0	0
Privacy issues	2	0	0	0	0	2
None	16	3	3	2	4	4
All other	1	0	0	0	0	1

Q19



Space In Corporate Locations

Does your company have space available to create a lactation/breastfeeding room at your **corporate location**?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	15	3	1	1	4	6
No	4	0	2	1	0	1
Don't know	1	0	0	1	0	0

How difficult would be to create a lactation/breastfeeding room at **corporate location**?

	Total Sample (N = 17)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Not at all difficult	11	2	1	4	4
Not very difficult	2	1	0	0	1
Somewhat difficult	1	0	0	0	1
Difficult	1	0	0	0	1
Very Difficult	1	0	1	0	0
Don't know	1	0	1	0	0

Q20a/Q21a



Space in Retail Locations

Does your company have space available to create a lactation/breastfeeding room at your **retail locations**?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	6	3	2	0	1	0
No	12	0	1	2	3	6
Don't know	2	0	0	1	0	1

How difficult would be to create a lactation/breastfeeding room at **retail locations**?

	Total Sample (N = 17)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Not at all difficult	0	0	0	0	0
Not very difficult	2	0	0	1	1
Somewhat difficult	1	1	0	0	0
Difficult	6	1	0	2	3
Very Difficult	6	1	2	1	2
Don't know	2	0	1	0	1

Q20b/Q21b



Research Findings: Customer Breastfeeding Issues

Decision Making/Responsibility

Who is responsible for developing breastfeeding policy for customers?

	Total Sample (N = 19)	Mall Management (N = 2)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Respondent	10	0	1	1	4	4
Respondent and someone else	6	1	2	0	0	3
Someone else	1	1	0	0	0	0
Not applicable	2	0	0	2	0	0

Laws in State of Texas

Are you aware of any laws pertaining to public breastfeeding in the State of Texas?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	0	0	0	0	0	0
No	19	3	3	3	4	6
Don't know	1	0	0	0	0	1

Q23



Policy for Customers

Does your company have a policy regarding customers breastfeeding at your place of business?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	1	1	0	0	0	0
No	19	2	3	3	4	7

Policy For Mall Management Company:

"The mother is welcome to breastfeed if she likes. We just ask her to please be covered. She may also use the family room at the mall."

Q25/Q26



Local Decision Making

Could local outlet of business develop a breastfeeding policy,
if they wanted to?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	1	0	1	0	0	0
No	19	3	2	3	4	7

Note: Local Outlet would contact the Personnel Committee Chair for assistance in creating breastfeeding policy for customers.

Q27/Q28



Awareness of Breastfeeding Issues

Has there ever been an incident when a woman was asked to leave
your place of business because she was breastfeeding?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	0	0	0	0	0	0
No	19	3	3	2	4	7
Don't know	1	0	0	1	0	0

Q29



Displaying Decal/Sign

Would you consider displaying a decal or sign indicating your store/location is breastfeeding friendly?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Yes	2	0	1	0	1	0
No	6	1	0	1	1	3
Don't know	12	2	2	2	2	4

Q31



Contact For State Designation

Who would the State contact about "Mother Friendly" designation and requirements?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
Respondent	14	2	3	0	4	5
Someone else	5	1	0	2	0	2
No one	1	0	0	1	0	0

Q33



Employees on Maternity Leave

How many employees at your company have been on maternity leave in the past year?

	Total Sample (N = 20)	Mall Management (N = 3)	Department Stores (N = 3)	Security (N = 3)	Restaurants (N = 4)	All Other (N = 7)
0 to 5	6	1	0	2	1	2
6 to 10	0	0	0	0	0	0
11 to 20	3	0	1	0	1	1
More than 20	1	0	0	0	0	1
Don't know	10	2	2	1	2	3

Note: Only two respondents mentioned they personally had utilized their company's maternity leave.

Q34/Q35



Over Arching Conclusions

A sense of importance to support employees and customers regarding breastfeeding does not seem to resonate among these company representatives.



Recommendations

- ◆ In order to create a sense of importance, there needs to be a stronger understanding among the companies for the need to support women who breastfed, whether employees or customers
- ◆ Provide companies with more information about the benefits of supporting employees who breastfeed
- ◆ Provide more information about laws regarding breastfeeding in public to raise awareness among companies about the necessity creating policies and informing their employees of these policies
- ◆ Better publicize “Mother Friendly” designations in the news media to reward cooperating companies with positive press, thereby setting an example of successful policies



FOCUS GROUP REPORT: BUSINESS REPRESENTATIVES ON PUBLIC BREASTFEEDING

EXECUTIVE SUMMARY

Five focus groups in four Texas metropolitan areas explored business representatives' knowledge and perceptions of breastfeeding, on-the-job experiences with breastfeeding customers and employees, policies regarding breastfeeding in public, and reactions to efforts to promote a "breastfeeding-friendly" environment.

In general, participants did not view breastfeeding in public as an issue that requires formal policies, breastfeeding-friendly decals, or a promotional campaign. Most saw no problem with a woman breastfeeding in public as long as she was covered up and discreet.

Only one business had a formal policy regarding breastfeeding customers, and none had a policy regarding breastfeeding employees. While four of the five groups reported at least one customer complaint about breastfeeding, participants did not believe that the number or type of incidents warranted instituting a policy on breastfeeding; they preferred to have discretion in handling individual situations.

Most business representatives opposed or were unsure about placing a decal stating "Breastfeeding Welcome Here" in their windows, viewing such a decal as unnecessary. On the other hand, most agreed there should be more places in public that are specifically designed to offer mothers a private and comfortable place to breastfeed.

Many focus group participants thought a law existed, but they did not know its details.

Efforts to encourage a breastfeeding-friendly public environment should begin by distributing information to business representatives about the law protecting breastfeeding women. Participants liked DSHS's Breastfeeding Fact Sheet for Businesses. They particularly found the information on the law helpful. Some verbiage in the fact sheet was confusing and would need to be rewritten. Information about the economic benefits of offering a breastfeeding-friendly environment and about the health benefits of breastfeeding would also be helpful. Many participants were surprised to learn breastfeeding can help prevent Sudden Infant Death Syndrome (SIDS), certain cancers, diabetes, and obesity; some questioned the sources and validity of this information.

FULL REPORT

To explore issues related to breastfeeding in public, five focus groups were conducted with 46 business representatives who work in places with high public traffic, such as restaurants, retail stores, malls, libraries, and churches. The groups were conducted in Houston, Dallas, Austin, and Midland/Odessa. The two groups in Dallas were single-gender – one women, one men; the other three groups were mixed. Throughout the report, italicized verbatim quotes are used to illustrate findings. Where relevant, the participant’s location, profession, or gender is listed.

Lines of Inquiry. All focus groups were moderated by professional moderators from SUMA/Orchard Social Marketing, Inc., who employed a consistent guide.

Lines of inquiry included:

- General reaction to women breastfeeding in public
- Personal knowledge about and experience with breastfeeding
- Employer policies regarding breastfeeding by customers and, to a lesser extent, employees
- Willingness to use a “Breastfeeding Welcome Here” window decal to promote breastfeeding
- Reaction to fact sheets about the health benefits of breastfeeding and the business benefits of promoting a “breastfeeding-friendly business”

METHODOLOGY

Recruitment. Respondents were recruited in the five cities by market-research facilities located in those areas. The primary criterion for selection was that the participant acted as a business owner, manager, or security guard or worked as a professional with the public, such as a librarian, parks and recreation manager, or pastor.

Table 1 shows the types of professionals represented in the focus groups.

Table 1
Participant Breakdown by Profession

Security guard	4
Police officer/part-time security officer	2
Hair-salon owner	1
Restaurant owner	1
Restaurant manager	18
Restaurant assistant manager	2
Home Depot manager	1
99 Cent Store manager	1
Dollar Tree manager	1
Wal-Mart department manager	3
Target manager	1
Sears assistant manager	1
Video-store manager	1
Librarian	3
Minister	2
Parks and recreation manager	2
YMCA program manager	2

Data Analysis. All focus group sessions were taped and transcribed verbatim. Transcripts were read and coded thematically, with an emphasis on gleaning common themes and responses.

Limits of Qualitative Research. While quantitative research seeks to understand “how many” and yields statistical information, qualitative research seeks to understand “what, why, and how.” Qualitative findings from interviews and focus groups are transcribed, categorically coded, and analyzed for content, themes, experiences, and opinions. Qualitative research often yields insights into issues that may be quantified later.

Readers are cautioned to remember the limits of qualitative research. Findings should be considered directional, not statistically definitive.

FINDINGS

TOP-OF-MIND OPINIONS ABOUT BREASTFEEDING IN PUBLIC

Each focus group began with an exercise to capture top-of-mind reactions to breastfeeding in public. Facilitators asked participants to write on a blank piece of paper the first thing that comes to mind when they see a woman breastfeeding in public. Participants were assured that their responses, collected at the end of

the session, were confidential. The most common response was that participants did not have an issue with a woman breastfeeding in public if she was discreet.

- Nineteen participants (19) wrote that they were fine with breastfeeding in public as long as the woman covered herself and was discreet.

It's OK if she covers up. (Male, Dallas)

Depends how much exposure she is showing. ... I feel it is natural and it is OK, but the woman should cover up. (Female, Houston)

I feel a woman has the right to breastfeed in public as long as they are discreet and respect others around them when they do it. (Male, Austin)

Sweet. ... A lot depends on demeanor. (Female, Midland/Odessa)

- Eleven participants (11) fully supported breastfeeding, writing that it is “beautiful” and “natural” and “makes me smile.”

Tender care of a child. (Male, Dallas)

Love between mother and child, which is positive. (Female, Midland/Odessa)

- Ten participants (10) wrote comments indicating some discomfort or emphasizing that breastfeeding should be done in private.

Not bothered if very discreet, as in you can hardly tell without looking twice. Otherwise, it is unacceptable. (Male, Austin)

She should go to a more private place. (Female, Dallas)

I hope no children/youth are present. (Male, Midland/Odessa)

Uncomfortable. I feel it is very natural and normal and a healthy thing. Breastfeeding in public still gives me a bit of an uncomfortable feeling, like making sure I look away. (Male, Austin)

- Six responses (6) contained angry overtones in reaction to breastfeeding. Some comments suggested that breastfeeding is a vulgar act.

I can't believe that she's not going somewhere more private. Why isn't she ashamed? (Male, Midland/Odessa)

Nasty. A woman should breastfeed her children at home. (Male, Houston)

PERCEPTIONS OF WOMEN WHO CHOOSE TO BREASTFEED

When participants were asked how they perceive women who choose to breastfeed, most characterized them as mothers who want to do the “natural thing” and who want to do what is healthiest for their babies. The words “knowledgeable” and “informed” were frequently used to describe women who choose to breastfeed. Several participants had breastfed their babies or had wives who had breastfed.

No one had negative comments about women who choose to breastfeed. A few participants said a woman’s economic situation might play a role in her decision to breastfeed: Wealth might allow a woman to stay home with her baby, thus facilitating breastfeeding, or poverty might drive a decision to breastfeed because of the expense of formula. Typical comments from the five groups regarding the type of women who choose to breastfeed include:

It seems like the right thing to do, the best and most natural thing for mother and baby.

If the husband makes a lot of money and the mother is at home, she may be more likely to breastfeed, because she is more comfortable doing it at home.

It would probably be a well-educated lady or someone that’s somewhat primitive or from a rural area.

I don’t think it is a particular type of person. I had two kids and breastfed both, and not for economic reasons or because I thought they were going to turn out to be superheroes or something if they got breastfed. It just seemed like the right thing to do. God gave us the ability to nurse our children, and that just seemed like the right thing to me.

PERCEIVED BENEFITS AND CHALLENGES OF BREASTFEEDING

Asked to discuss the benefits of breastfeeding, participants most often mentioned:

- You don’t have to warm it up.
- You don’t have to mix it.
- It provides better nutrients.
- It facilitates bonding with the baby.
- It’s better for babies’ teeth.
- The mother loses weight faster.

The challenges they mentioned included:

- Pain
- Time commitment
- Difficulties if you have to go back to work
- Challenges of breastfeeding in public

Breastfeeding in public emerged as one of the biggest challenges of breastfeeding and elicited discussion and comment.

Well, a big challenge is if you're out and about. Personally, I don't know about you guys, I'd never feed my child in a bathroom. I wouldn't eat in a bathroom. I know someone mentioned going to the restroom. Yeah, some places are nice, like at Foley's, in their lounge, they have places for you to sit. So I think that was somewhat a challenge, if you were out and about. I know many times I strolled back to the car to have some privacy and peace. So that would be a little bit of a challenge.

I didn't do it in public because I was pumping my breast, getting my breast milk, and putting it in a bottle. But when I was home, I would breastfeed. But usually when I was out in public, it was a problem.

Some of the women in the focus groups described how it became a challenge to continue breastfeeding when they returned to work because they had to pump in the bathroom.

ON-THE-JOB EXPERIENCES WITH BREASTFEEDING WOMEN

In general, participants said breastfeeding in public was not a problem at their places of work as long as the woman was discreet and covered. Men were more likely than women to suggest that a woman go to the bathroom to breastfeed. The number of incidents they said had been sparked by breastfeeding was small considering the number of businesses and years of business/management experience represented in the focus groups.

Nonetheless, in four of the five groups, at least one participant described an experience at a restaurant, mall, or retail outlet where a customer had complained about a breastfeeding woman. The wide range of attitudes reflected in the top-of-mind exercise extended through the discussion about customers or employees breastfeeding at the job site, with most participants indicating support as long as the woman is discreet. The following quotes represent the spectrum of comments.

I have had two issues only. One was a mom breastfeeding a fairly small baby, but right smack-dab in the middle of the restaurant, with no consideration for anybody around her, and somebody came and said that they were offended, that it upset their lunch; as this man put it, she “flopped out her boob.” He was visibly upset. So I went to her and asked her if I could help her move her things back to the corner table, which was empty, and she was fine with that, he was fine with that, and everyone was happy. Another time, I could see the lady wasn’t going to go anywhere, because she had other children, and I just brought her a 20-inch towel. ... My clientele is 80% to 90% Hispanic, and a lot of Hispanics breastfeed, ... so there would be a lot of opportunities to have a problem, and there is a lot of breastfeeding that goes on, but everybody is fairly discreet about it. I’ve only had those two issues in five years’ time. (Restaurant manager)

I can’t believe that she’s not going somewhere more private. Why isn’t she ashamed? Because there is a bathroom 50 yards away. ... There were people walking past her and pointing, and it didn’t seem to faze her. I think that is forcing something on someone when they didn’t request it. I don’t think a child should have to see that if they aren’t ready. I don’t think anyone would have a problem if they cover up. (Police officer/mall security guard)

One of the more common concerns expressed was that parents might not want their children or teenagers exposed to a breastfeeding woman.

I hope there are no children watching. Most of the time, when I’ve seen it, the woman has been covered up. But there have been some instances where that’s not the case. (Parks and recreation manager)

One of the facilities I operate is a pool, and there were a lot of kids around. The mother was breastfeeding and being very exposed. The kids were like, “Oh, look at that,” you know, and a big ruckus going around. Complaints came in, and so then I had to just go, just politely, “Could you please cover up?” (YMCA manager)

A woman was just getting out of the store, and she needed to feed her baby, so she asked me if they have any benches for her to sit, and then another client came in and said, “I am looking for the manager” because she had boys 12 or 13, and they were staring at her and asking, “What is she doing?” We can’t do anything if a customer is outside, so we didn’t do anything. (Target manager)

Many participants were supportive of breastfeeding and were surprised when others reported incidents related to breastfeeding.

She is not exposing herself for you to look at. She is feeding her child.

When I see a mother nursing a child, it’s a sweet thing. It is a mother and child.

It's just not a big distraction at worship, because those who do it typically sit towards the back of the sanctuary, and they are discreet about it. In the life of the church where I've been, it's not been disruptive or distracting. (Minister for 40 years)

BUSINESS POLICIES REGARDING BREASTFEEDING IN PUBLIC

When asked whether their business has an official policy, one manager reported Wal-Mart has a policy regarding customers' breastfeeding. The other Wal-Mart manager was unaware of the policy. None of the other participants' places of business had a written or stated policy regarding what to do if a customer is breastfeeding or an employee needs to pump. A few participants said their places of business had unwritten policies regarding customers who breastfeed. One restaurant manager said the "unofficial policy" was that the mother should cover up. Several participants said their superiors told them to "use common sense" or "use your own discretion" if an issue arises about a breastfeeding customer.

One restaurant manager said he didn't question company policy because he knows the law protects a breastfeeding woman. One police officer who works as a mall security guard also commented on the fact that breastfeeding women are protected by law.

The Wal-Mart manager described the store policy as follows:

Most of the women go to the furniture section, and they sit down and breastfeed. ... Normally when I receive a complaint it's when the female has her breast hanging out. ... I just tell the customer to look the other way. Our policy is they're allowed to do it. You can't tell them to go to the restroom, because the restroom isn't the best place to breastfeed.

Other comments about company policy include:

Target has a policy that says no shoes, no service, so you cannot go in a bathing suit and go in and shop, or you can't go in all naked and shop. That's when we'll say something, but ... it doesn't say anything about breastfeeding, because when I became a manager, you have to read all the things that this store has for you to know.

At our restaurant, I've never had a complaint about it. ... But I probably wouldn't even go so far as to question the policy, because I know that legally, we have to let them.

I would be inclined to approach the mother and ask her if she could go to a more discreet location because we've had a complaint. ... Or just try to be more discreet.

Well, if a policy comes down, it should kind of go along with what we all know as the unwritten policy: "You can breastfeed as long as you're covered up."

Attitudes regarding breastfeeding employees varied based on the place of business. Some participants said it was fine for women to pump at work, but only one business had a designated space for pumping, while employees at other places of business had to pump in the bathroom. Some types of work, such as in restaurants, make it difficult for women to pump, participants said.

As far as breastfeeding where I work, pumping, ... if you are a server or a busser... , well, pretty much any position there, you're too busy. It just won't work.

I think the fact that there's a breast pump now, like before, I don't think it was as easy for a woman to breastfeed if she was working, but I think that the fact that you have a breast pump you can use, that makes it a little more convenient for a woman who has a regular job to breastfeed.

Only the YMCA manager in Austin reported the availability of a room for breastfeeding mothers or staff to use. One participant described how his sister, who worked at a Bennigan's restaurant, would go in the office, lock the door, and pump.

KNOWLEDGE ABOUT BREASTFEEDING

To assess their knowledge about breastfeeding, participants were given a handout early in the session listing several statements and asked to reply "true," "false," or "unsure." The complete findings are provided in Appendix A. Responses show that the participants lacked knowledge about some of the important benefits of breastfeeding.

- 91% knew that breastfeeding is healthier for a baby than formula.
- 98% said the statement "A breastfeeding woman cannot work outside the home" is false.
- 20% said it is true "some formulas are as healthy as breast milk," while 31% were unsure.
- 20% disagreed with the statement "breastfeeding helps mothers lose weight," and 41% were unsure.
- 41% were unsure whether breastfeeding can increase a child's intelligence.

- 41% said a statement that breastfeeding can help prevent obesity is false, and 41% were unsure
- 28% said a statement that breastfeeding can help prevent a child from developing diabetes is false, and 57% were unsure.
- 61% believed the statement “Breastfed babies are sick less often.”
- 87% did not agree with the statement “Working women can’t provide breast milk on the job.”
- 74% disagreed with the statement “Women who breastfeed have to expose themselves in public, and that can be embarrassing.”
- 72% agreed with the statement “A woman has the legal right to breastfeed in public.”

REACTION TO FACTS ABOUT BREASTFEEDING

Later in the session, participants were given a fact sheet on breastfeeding and asked whether any of the information was new or surprising to them. Participants were most likely to identify being surprised by the benefits about which they had expressed uncertainty or disbelief in the earlier true/false exercise, such as the fact that breastfeeding can help reduce the likelihood of later obesity and diabetes. Several expressed surprise that breastfeeding can help protect against certain cancers in the mother and baby. The greatest surprise was that breastfeeding can protect against Sudden Infant Death Syndrome (SIDS).

The fact sheet evoked a range of responses, from reminiscing about breastfeeding to considering breastfeeding in the future to skepticism about some of the benefits.

A few women reflected back to when they were pregnant and learned about many of the benefits listed on the handout; they said that learning about the benefits of breastfeeding influenced their decision to breastfeed. Two women who had not breastfed said that if they had known about the benefits, they would have reconsidered their decision.

Before I became a mother, I took a class where they teach you how to breastfeed, and they told me most of these things, and that’s why I breastfed.

I should’ve breastfed. I didn’t take that class or anything. ... I didn’t know all of this.

One woman who did not have children yet said the facts convinced her to breastfeed when she becomes a mother.

I wouldn't say it changes my perception. I knew it was better. I didn't really know specifically why it was better. I knew bits and pieces. I'm not a mother, but someday I hopefully will be. But it definitely makes my decision at this point to breastfeed.

In each group except the women-only group, several participants expressed skepticism about the accuracy of the statements on the fact sheet. They described in general how scientific studies tend to contradict one another. They also wanted citations and information about the research background that led to the findings.

I want proof – citations. This is a marketing tool: Where'd it come from? Who produced it? What are the sources?

Of course, it'd be easier to take this if you have the source regarding the study.

You are going to pick up a paper tomorrow and read some study that's been overturned – margarine is good; margarine is bad. I mean, it's always that they come out with a study to counter the next study.

Some participants questioned the validity of the information because they or their children had experienced certain health challenges despite having been breastfed.

*Diabetes, the stuff is genetic, and it wouldn't have made any difference whether I was breastfed, not breastfed, what I did. My mom's family is diabetic. My dad's family is diabetic. It goes back generations. I was a ticking bomb. I'm not Type II diabetes. And I don't think it had anything to do with what baby formula I had.
(Middle-aged overweight man)*

You don't live years and then all of a sudden have problems because of the milk you drank. (Man)

Where it says about illnesses, allergies: My two children had allergies, and they had asthma. ... All three of them had bronchitis. I don't know if my milk wasn't that good.

*I know that my mom breastfed me. I nearly died twice before I was 2 from double pneumonia. I've always had upper-respiratory infections and allergies all my life.
(Man)*

In a few groups, participants said they did not understand the statement "Breastfeeding creates a healthier society." On future fact sheets, this statement should be rewritten to be clearer.

OPINIONS ABOUT THE TYPES OF POLICIES THAT SHOULD BE IN PLACE FOR BREASTFEEDING WOMEN

Most respondents said more public places need to have spaces set aside for families. But they were opposed to formal policies on public breastfeeding, preferring that businesses be allowed to use discretion in how they handle breastfeeding customers or staff. Pointing out that there is already a law, some participants wondered why there would be a need for a policy.

There are so many more places that actually have what they call a little family room, like I was at the mall, and I actually thought to myself, "This is really nice."

I think they should have just like the diaper-changing area, a designated area ... and a central location for women to take care of their infant. ... Breastfeeding stations.

I really think after this discussion, it's almost better to not even have a policy. ... Because it is like another policy, another rule. ... It's just one of those things in life that you just kind of work out. I think we've stated here that nobody's had a problem with that at work. So why make a rule or a problem with it?

REACTION TO TELEVISION NEWS STORY

Participants were shown a television news story about an Austin restaurant that hung a large banner out front proclaiming itself a "breastfeeding-friendly establishment." Asked for their top-of-mind reaction to the idea of hanging such a banner, a few said it was a good idea, but most said hanging a banner was unnecessary and a bit "over the top."

I would not go as far as putting a banner outside. To me, I think that was a little cheesy. (Restaurant owner)

I passed this church the other day, and on the marquee they say, "The family-friendly church." I was thinking to myself, "As opposed to all those other family-hating churches." It seems to me like it is almost a non-issue unless there is someone out there that I don't know that is virulently anti-restaurant-breastfeeding.

What a strange sign.

I think it's welcoming. I think it's a good thing to see that. Actually, for some mothers who don't like to go out because they get the looks and they get the "Well, you can't be here," it's a comfort, maybe.

REACTION TO DSHS "BREASTFEEDING WELCOME HERE" DECAL

Participants were asked for feedback on the concept and design of a WIC-developed Department of State Health Services (DSHS) window sticker that reads "Breastfeeding Welcome Here" in English on the top and Spanish on the bottom. In the middle of the 3.5-by-5-inch sticker is the logo "BreastMilk: 100% Natural Ingredients."

Most business managers and owners said they would not put the decal in their windows; a few said they would consider it. Many said this issue did not warrant a decal proclaiming that a business welcomes breastfeeding. Some said it would create an issue when there isn't one, and one participant expressed concern that it could eventually lead to the same type of restrictions on businesses as the requirement for handicapped accessibility. Some wondered why a sticker is necessary when breastfeeding is protected by law.

I think if there was more of a perceived problem, like if a lot of the restaurants in town started to all of a sudden not allow breastfeeding, then that might facilitate the need for a decal. "Oh, hey, don't worry about this other guy. We do allow breastfeeding."

Overkill.

Texas law says the mother has the right to breastfeed. Why do we need to stick it in the window? It's acceptable by law.

If you did put it on, a couple of them might actually go, "Oh, I didn't even know there was such a thing, but cool. ... From a business point of view, I don't think it would necessarily hurt to put it up either way, but I think it generally would be a waste of time.

It's not like it is banned in some restaurants and it's OK in others. So when you put that sign there, you make it seem like it's not acceptable across the street.

You have to provide for them like for the handicapped. You have to provide the bathroom to be handicapped. You have to provide part of the parking lot for the handicapped. You have to provide now a section of your restaurant for breastfeeding.

Other participants reacted negatively to the decal, but probing revealed that their reaction was more about the decal design than the concept.

The breast-milk aspect of it is a turn-off for me. Breastfeeding is not ... somehow the reference to breast milk is almost like a menu item. "I believe I will order some of that."

To me it looks like they are trying to sell breast milk.

INTERNET LISTING

Business representatives were asked whether they would be motivated to be listed on the Internet as a business that welcomes breastfeeding families. Some said yes, but they wondered who would go to the site, and they assumed it would be breastfeeding mothers. They also wondered how it would benefit their businesses.

If she is looking on the Internet, she's got to know the law, because she's going to have researched it that much. And I don't see the bottom line, how it's going to affect your business.

BUSINESS ORGANIZATIONS

To determine whether professional organizations are a viable way to reach this level of business professional, participants were asked whether they belonged to any professional organizations. Only a few were members of professional organizations: the Texas Library Association, American Library Association, and Chamber of Commerce.

REACTION TO DSHS FACT SHEET ON BUSINESS BENEFITS OF SUPPORTING BREASTFEEDING CUSTOMERS

Reaction to the WIC-developed DSHS one-page fact sheet on the business benefits of supporting breastfeeding customers varied. Some participants found the information valuable, while others were lukewarm about it. In Austin, several participants said they were more supportive of putting up the window sticker after reading the fact sheet. In Houston, none of the participants said they would put up the decal, but they liked the information in the fact sheet. In general, information about the law was perceived as most helpful. Most were unaware of the specifics of the law which states "A mother is entitled to breastfeed her baby in any location in which the mother is authorized to be." Participants said knowing the law about breastfeeding would give them the ability to respond to complaining customers.

For the one mad customer, the mad guy, you can just show him: "Hey, look, this is state law. This woman has the right to do this, so if you don't like it, then take care of your business elsewhere. It is her right."

I would want my wait staff and stuff to know now, because if I get a lady in there that's breastfeeding and not causing any trouble, and one of my wait staff goes up and says, "You've got to stop that" or, "You've got to leave," we're open to a lawsuit. So it's important in that way.

I think that fact sheet would help get that decal on the window. ... The fact is that regardless of what the sticker is about, if you approach it in a way that says statistically this can improve your business, then hey, I'll put whatever kind of sticker you want on the window.

We were talking about seeing that sheet, seeing a few facts, would we put the sticker up? Yeah, probably. That is if the person that approached us about it was someone from the state saying the state is going to promote this.

A few participants did not understand the statement "Over 72% of women initiate breastfeeding in Texas, and they all have purchasing power."

The first one, I've read it three or four times now, and I'm still not sure I understand it. Does that mean that of the women who have babies, 72% breastfeed? Is that what that means?

72% of women? All women, or just women who have babies?

And I thought, "They initiate it in Texas? Do they go someplace (else) later or what?" I just didn't understand that one.

A police officer/security guard questioned the language in the law and wondered how much protection it really offers.

The state law is kind of misleading. It says where a mother is authorized to be and if it's a private location, that authorization can be absolutely denied ... by an agent of the property. So anybody that's an agent of the mall has the right to ask that person to leave.

CONCLUSION

Focus group findings indicate that business representatives in four Texas metropolitan areas see breastfeeding in public as an issue calling for discretion rather than policies or a promotional campaign. Most participants saw no

problem with a woman breastfeeding in public as long as she was discreet. They reported few customer complaints and preferred using their own discretion, rather than instituting a formal policy, to handle individual situations.

Most business representatives appear unlikely to place a decal stating “Breastfeeding Welcome Here” in their windows, but they agree that more places should provide mothers a private and comfortable space to breastfeed.

Findings support the provision to business representatives of information about the law that protects breastfeeding women, the economic benefits of offering a breastfeeding-friendly environment, and the health benefits of breastfeeding. Many participants were surprised to learn that breastfeeding can help prevent SIDS, certain cancers, diabetes, and obesity, though some questioned the sources and validity of this information.

Overall, participants’ comments reflected their view that breastfeeding is not an issue that requires decals or policies.

I just never realized it was that big of a problem (that would necessitate) changing it as far as coming up with a decal. This is almost crazy. (Midland/Odessa)

I think you just take it one problem at a time. If somebody’s going to be not discreetly breastfeeding or whatever, go up there and say, “Ma’am, with all due respect, do you mind covering up with a blanket?” Try to work with them. Going all out like this, I don’t think is the answer. (Midland/Odessa)

If it became an issue, yeah, we’d take a sticker or whatever it needed to make sure that everyone knew that we allowed it. Right now, it seems like such a non-issue that that doesn’t seem warranted. (Austin)

If you were going to spend tax dollars on getting something done because of one restaurant owner throwing someone out. ... We’ve all simply agreed here that it’s not a problem. (Austin)

How big of an issue is it? I mean, is this happening a lot? Did this happen once, twice, 20, 40 times? (Austin)



Breastfeeding In Public Awareness Study

August 2006

Table of Contents

- ◆ Objectives
- ◆ Methodology
- ◆ Key Findings
- ◆ Demographic Profile
- ◆ Research Findings
 - Breastfeeding Awareness and Impressions
 - Comparison of Those with Children 18 and Older vs. Those with Children Under 18
 - Breakdown by Area
 - Breakdown by Gender
 - Breakdown by Ethnicity
 - Breakdown by Age
 - Breakdown by Income
 - Breakdown by Education
- ◆ Recommendations



Objectives

- ◆ Primary objective
 - Determine the knowledge and attitudes of the Texas general public regarding breastfeeding in public entities
- ◆ Secondary objectives
 - Determine the perception of breastfeeding in public among the general population within the State of Texas
 - Determine overall attitudes regarding breastfeeding in public entities
 - Determine the general population's knowledge of benefits related to infant nutrition



Methodology

- ◆ 1,200 telephone interviews were conducted within the general population of the State of Texas between July 10, 2006 to August 6, 2006
 - The average interview length for the survey was 12 minutes
 - CD-ROM sample was randomly pulled across the State of Texas for the following:
 - ▲ Urban Areas (Major Metro Areas/Cities),
 - ▲ Suburban Areas (Suburbs/Cities located near Major Metro Areas)
 - ▲ Rural Areas (Small towns and rural areas located away from Major Metro Areas)



Respondent Criteria

- ◆ Respondents met the following criteria:
 - Male or female head of household
 - Does not work in fields or industries affiliated with traditional medical or healthcare; lactation consulting, midwifery or doula services; natural or holistic healthcare services; pharmaceuticals; manufacturing of infant care products, manufacturing or natural or organic/holistic foods
 - Does not work for or volunteer for any organizations affiliated with healthcare, or infant nutrition/care such as La Leche League, March of Dimes, Planned Parenthood, hospital system/facility or an Alternative medicine facility/caregiver
 - 18+ years of age



Demographic Description

Quotas for the survey were based upon demographics for the State of Texas:

	Quota	Actual
Location:		
Urban	30%	30%
Suburban	40%	44%
Rural	30%	26%
Gender:		
Male	50%	39%
Female	50%	61%
Age:		
18-44	55%	57%
45+	45%	43%
Ethnicity:		
Caucasian	50%	50%
Hispanic	30%	29%
African American	15%	16%
Asian/Other	5%	5%



Dialings

DISPOSITION OF CALLS	ACTUAL DIALINGS	PERCENTAGE OF TOTAL DIALINGS
No Answer	18,447	27.4%
Busy	3,643	5.4%
Answering Machine	17,348	25.7%
Wrong Number	236	0.4%
Generic Call Back	2,153	3.2%
Disconnect	7,532	11.2%
Appointment callback	4,329	6.4%
Initial Refusal	8,014	11.9%
Terminate in Middle	148	0.2%
Language Barrier	1,603	2.4%
Fax/Modem/Business	1,150	1.7%
Qualified Refusal	131	0.2%
Blocked number	967	1.4%
Over quota	198	0.3%
Complete	1,203	1.8%
Terminate Q2 - INDUSTRY	226	0.3%
Terminate Q3 - VOLUNTEER	62	0.1%
Terminate Q4 - AGE	20	0.0%
TOTAL DIALINGS	67,410	100%
INCIDENCE(%)	56.85	
DIALINGS PER COMPLETE	56:1	



Notes about Methodology

- ◆ Base size notes
 - Small base sizes are noted throughout where the base of respondents for a particular question is less than 30
- ◆ Significant testing notes
 - Tests for significance at 95% confidence level
 - ▲ When something is marked as being significant at the 95% confidence level this means the difference seen between two groups is real and not by chance
 - ▲ In other words, if the study were repeated 100 times, the difference will be observed 95 times
 - ▲ If something is not marked significant, then it is not certain there is any measurable difference between the groups
 - ▲ Notes of significance are noted throughout



Key Findings

- ◆ Overall, respondents feel there are not enough private places for mothers to breastfeed while in public
- ◆ While most respondents have positive impressions of breastfeeding, and feel breastfeeding is best, few are aware of any state laws governing where and when a mother can breastfeed in public
- ◆ Notably, respondents are very aware of the benefits of breastfeeding for infants, but are less knowledgeable of the benefits of breastfeeding for mothers
- ◆ More than half of respondents are comfortable with breastfeeding in public
 - If establishments were to display a decal showing they are friendly to mothers who breastfeed, even more respondents would be comfortable with breastfeeding in public
- ◆ Among all respondents, there were few negative impressions of women who breastfeed in public



Key Findings

- ◆ African Americans are the least likely to breastfeed among the different ethnic groups, and appear to be less knowledgeable of the benefits of breastfeeding compared to Caucasians and Hispanics
- ◆ Those who live in Suburban areas are more likely to breastfeed than those in urban areas
 - These respondents are least interested in limiting the marketing of formula to new mothers
- ◆ Almost half of those who live in Urban areas feel formula and breast milk are equally good for infants
 - However, urban area respondents feel more strongly than respondents in suburban and rural areas that formula products should be labeled, "*The American Pediatric Society recommends breastfeeding*"
 - And almost two thirds of urban respondents believe mothers should be able to breastfeed in public without limitations



Key Findings

- ◆ Males are less knowledgeable about breastfeeding and their beliefs about breastfeeding are not as strong as females
 - In addition, males are more likely not to know anyone who has breastfed
- ◆ Those with higher income levels (\$40,000+) are more knowledgeable about the benefits of breastfeeding for infants and mothers
- ◆ However, those with lower income levels (less than \$40,000) are more likely to support breastfeeding without limitations and are also more likely to support someone's decision not to breastfeed
 - These respondents also agree more strongly than higher income level respondents to limit formula companies marketing to new mothers in hospitals
- ◆ Those in the lower income level are more likely not to know anyone who has breastfed



Key Findings

- ◆ Overall, those with a college degree are more knowledgeable of the benefits of breastfeeding
 - Notably, those who are High School Graduates and below more strongly agree with labeling formula containers and limiting the marketing capabilities of formula companies



Demographic Profile

Total Sample Demographic Profile

Gender	
Female	61%
Male	39%
Age	
18-24	15%
25-34	21%
35-44	21%
45-54	19%
55-64	11%
65+	12%
<i>Average:</i>	<i>41 years</i>
Ethnic	
Anglo/Caucasian	50%
Hispanic	29%
African American	16%
All other	4%
Refused	1%
Base: 1200	

Children in Household	
No children	50%
Children under 18	49%
Children under 2	16%
Education	
Less than high school	13%
High school graduate	29%
Some college	26%
College Graduate	20%
Graduate School	12%
As a child was . . .	
Breastfed	48%
Formula Fed	40%
All other	2%
Don't know	20%
Base: 1200	

Income	
Under \$20,000	18%
\$20,000 to \$30,000	17%
\$30,001 to \$40,000	13%
\$40,001 to \$50,000	9%
\$50,001 to \$60,000	7%
\$60,001 to \$70,001	5%
More than \$70,000	14%
Refused	16%
<i>Average</i>	<i>\$39,870</i>
Marital Status	
Married	58%
Single, never married	22%
Divorced	12%
Widowed	6%
Separated	1%
Refused/All other	1%
Base: 1200	



Children Under 18 Household Demographic Profile

Gender	
Female	69%
Male	31%
Age	
18-24	16%
25-34	32%
35-44	31%
45-54	15%
55-64	4%
65+	2%
<i>Average:</i>	<i>34 years</i>
Ethnic	
Anglo/Caucasian	49%
Hispanic	34%
African American	14%
All other	4%
Refused	0%
Base: 585	

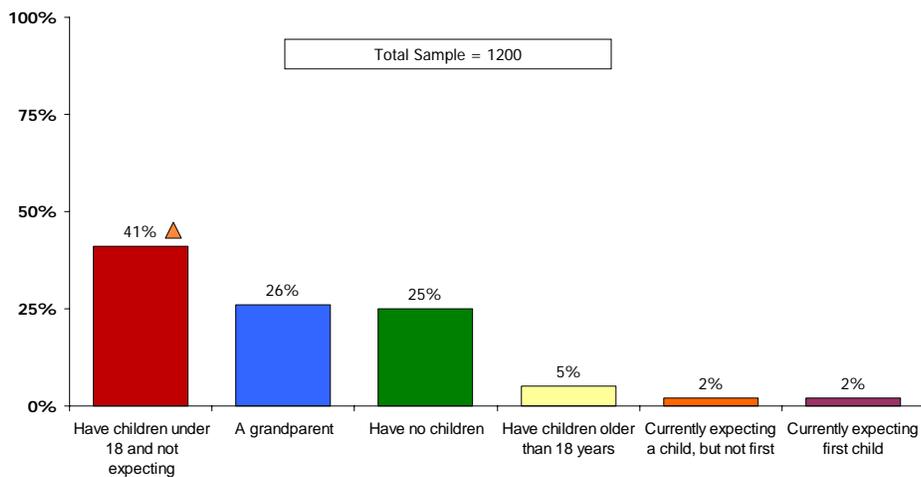
Children in Household	
Children under 18	100%
Children under 2	32%
Education	
Less than high school	12%
High school graduate	32%
Some college	26%
College Graduate	20%
Graduate School	10%
As a child was . . .	
Formula Fed	47%
Breast Fed	43%
All other	3%
Don't know	18%
Base: 585	

Income	
Under \$20,000	18%
\$20,000 to \$30,000	17%
\$30,001 to \$40,000	13%
\$40,001 to \$50,000	10%
\$50,001 to \$60,000	7%
\$60,001 to \$70,001	5%
More than \$70,000	17%
Refused	13%
<i>Average</i>	<i>\$41,160</i>
Marital Status	
Married	70%
Single, never married	17%
Divorced	9%
Widowed	2%
Separated	1%
Refused/All other	1%
Base: 585	



Demographic Profile

Which of the following best describes you . . . ?



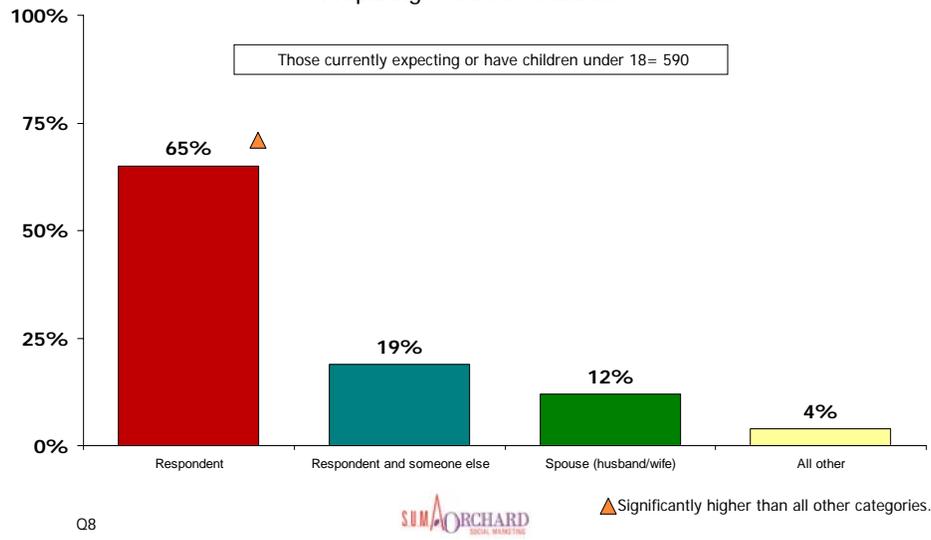
Q7



▲ Significantly higher than all other categories.

Demographic Profile

Primary Decision Maker for Choosing and Preparing Food For Children



Findings about Breastfeeding Awareness and Impressions

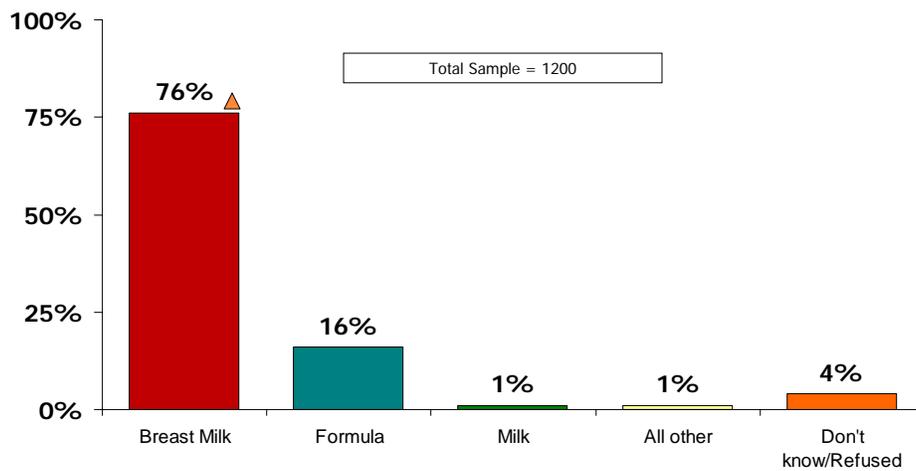
Awareness and Impressions of Breastfeeding

- ◆ Overall, regardless of whether they have children in the household, most know breast milk is the best form of nutrition for babies
 - Almost eight in ten respondents were able to recall, unaided, breastfeeding is better for the baby's health/helps build immunities
 - ▲ When aided, 95% of respondents recalled this fact
 - However, respondents are less aware of the benefits of breastfeeding for mothers
 - ▲ Unaided, only 45% recalled it builds a bond with the mother
 - ▲ Once aided, however, recall for this factor increases to 84%



Nutrition for Infants

Best Form of Nutrition For Infants



Q9



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Infants**

Top of Mind - Unaided

Better for baby's health, helps build immunities	77%
Builds a bond with the mother	20%
Prevents allergies	12%
Can increase baby's IQ	10%
Helps prevent obesity	4%
Helps prevent SIDS	3%
Helps prevent diabetes	3%
It is nutritious	3%
None	13%
Base:	1200

Breastfeeding Benefits for **Infants**

Total Mentions (Unaided/Aided)

Better for baby's health, helps build immunities	95%
Builds a bond with the mother	86%
Prevents allergies in infant	53%
Can increase baby's IQ	42%
Helps prevent SIDS	34%
Helps prevent obesity in infant	30%
Helps prevent disease in infant	24%
None	2%
Don't know/refused	0%
Base:	1200

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Mothers**

Top of Mind - Unaided

Builds a bond with the mother	45%
Helps the mother lose weight	28%
More convenient	15%
Saves money	14%
Helps to shrink the uterus to its pre-pregnancy size	10%
Helps prevent breast cancer	6%
Releases hormones that help relax the mother	6%
Base:	1200

Breastfeeding Benefits for **Mothers**

Total Mentions (unaided/aided)

Builds a bond with the child	84%
Saves Money	78%
More convenient	72%
Helps the mother lose weight faster	55%
Helps shrink the uterus to its pre-pregnancy size	42%
Releases hormones that help relax the mother	40%
Helps prevent excess bleeding	24%
Helps prevent breast cancer	6%
None	2%
Base:	1200

Q12/Q13



Awareness and Impressions of Breastfeeding

- ◆ Respondents most strongly agree when it comes to breastfeeding...
 - Breast milk is best for baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child (87% Agree/Strongly agree)
 - There should be more public information available about the laws regarding breastfeeding (80% Agree/Strongly agree)
 - Breast milk is best for the baby and therefore people should try to breastfeed (75% Agree/Strongly agree)
 - Breastfeeding is okay as long as the mother takes measure to cover herself while doing it (75% Agree/Strongly agree)
- ◆ Notably, few respondents feel restrictions should be placed on companies manufacturing and marketing infant formula
 - Less than a quarter believe these companies should not give out free formula
 - Less than one-third believe these companies should be restricted from marketing to new mothers in hospitals



Opinions of Breastfeeding

Agreement With Statements Regarding Breastfeeding
Scale of 1 (Strongly Disagree) to 5 (Strongly Agree)

Agree/
Strongly
Agree
Rating

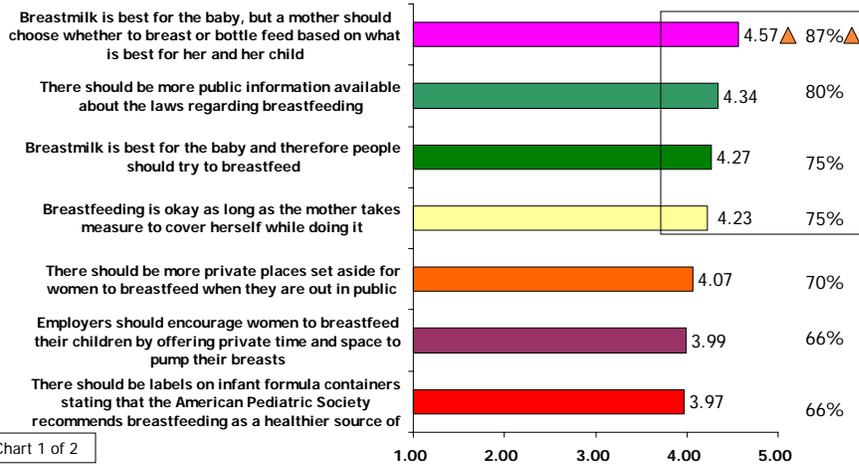


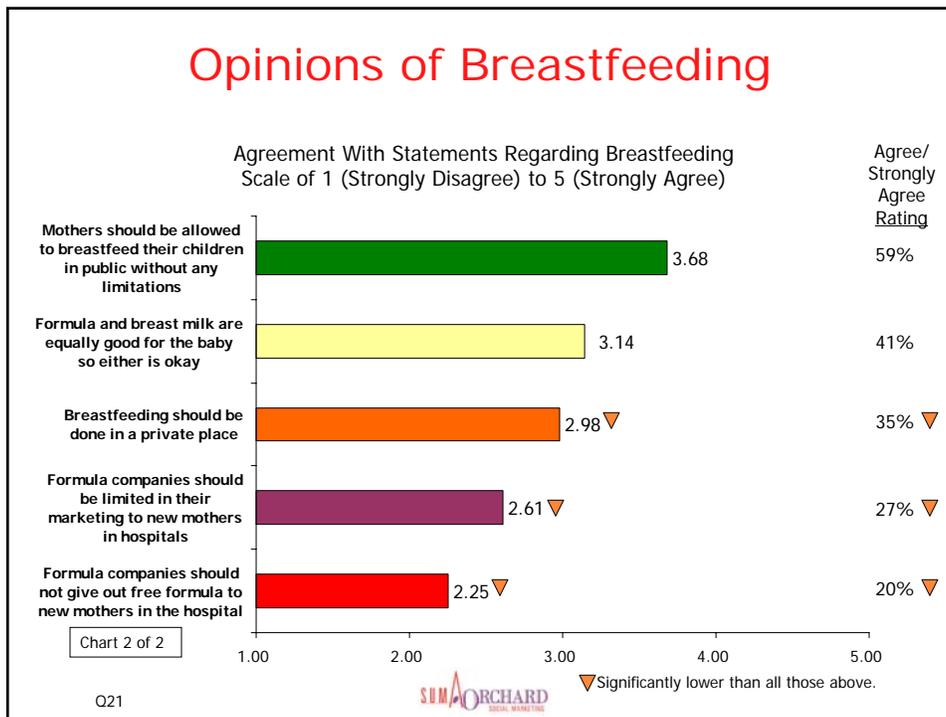
Chart 1 of 2

▲ Significantly higher than all other categories.
Note: Top four statements are rated significantly higher than all others.

Q21



Opinions of Breastfeeding



Awareness and Impressions of Breastfeeding

- ◆ Most respondents (61%) are not bothered by breastfeeding in public
 - If discreetly done, most are not bothered at all (54%)
 - No more than 5% of respondents feel it is not appropriate to breastfeed in public and only 1% mentioned they wish someone would make a breastfeeding mother leave a public location
- ◆ Notably, there were few negative impressions of breastfeeding in public
 - No more than 2% of respondents gave any negative impressions of breastfeeding in public

Description of Women who Breastfeed

How would you describe a woman who breastfeeds in public?

POSITIVE COMMENTS	
A mother who cares for her child/feeds her child	25% *
As long as they are discreet or covered	17%
It is a natural thing	13%
A caring/good mother	9%
It would not bother me	9%
I see nothing wrong with it	8%
It is a normal thing	6%
Comfortable	5%
Bold/confident	5%
NEGATIVE COMMENTS	
Should not do it in public	2%
Rude/inappropriate	2%
Base:	1200
NOTE: All other positive comments not mentioned by more than 5% of respondents and All other negative comments not mentioned by more than 1% of respondents.	

* Significantly higher than all other comments

Q20



Personal Reaction

Personal Reaction to a Woman Breastfeeding in Public

It doesn't bother me	61% *
It doesn't bother me if she covers herself up or is discreet	54% ↑
I wish there was a more private place for women to breastfeed other than a restroom	19% ↑
I think she should go to the nearest restroom	8%
I do not think it is appropriate	5%
I wish a manager or security guard would make the woman leave the location	1%
Base:	1200

* Significantly higher than all other comments

↑ Significantly higher than all those below.

Q11



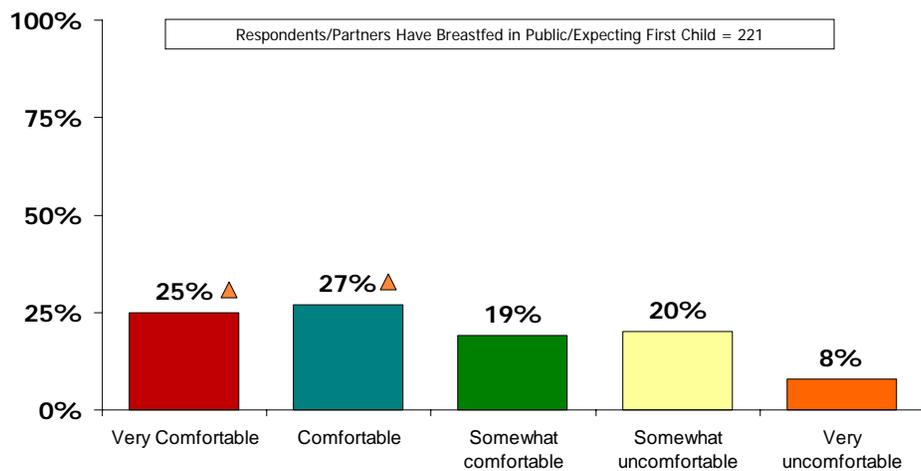
Comfort Levels with Public Breastfeeding

- ◆ Among those with experience breastfeeding, or expecting their first child, more than half are comfortable with breastfeeding in public
 - Among those who have breastfed and among those currently expecting, comfort levels increase somewhat at the prospect of establishments displaying a breastfeeding-friendly decal, mounted on the window, etc.



Breastfeeding Comfort Levels

Comfort Level for Breastfeeding in Public

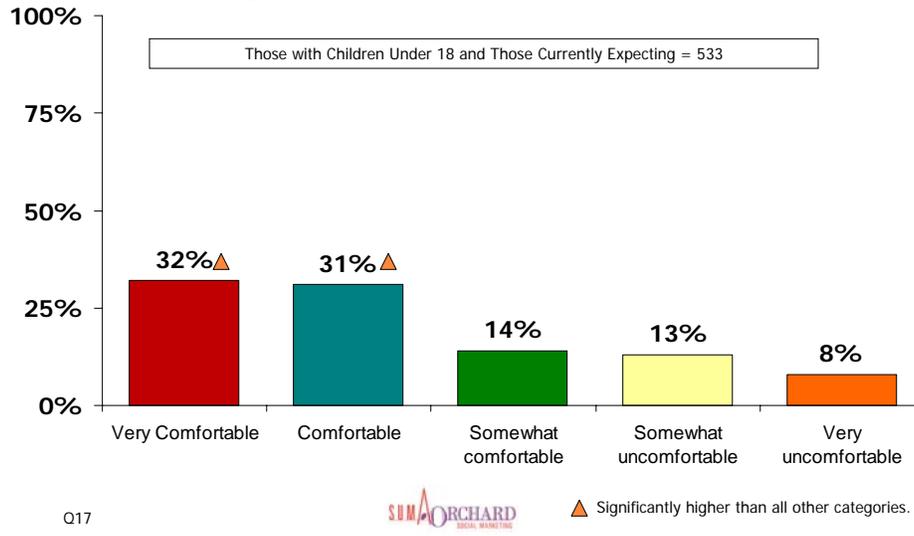


Q16



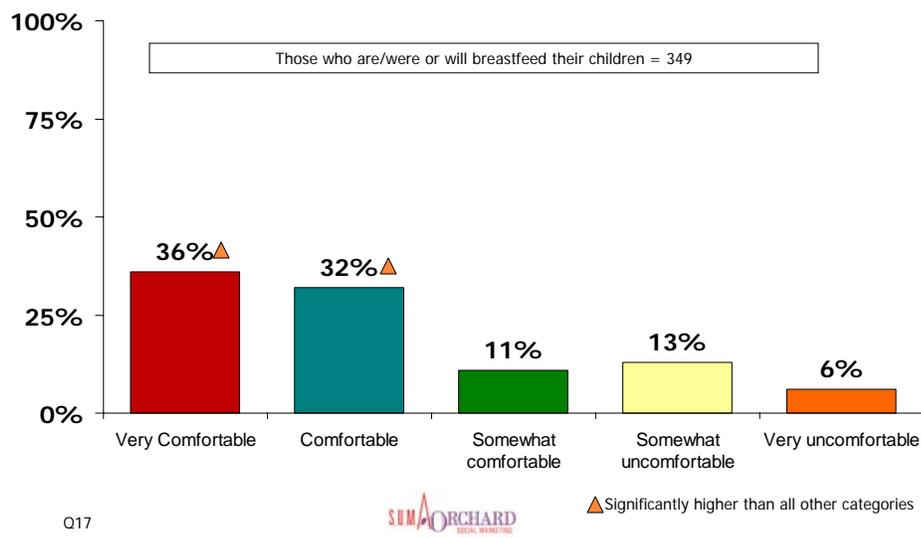
Breastfeeding Comfort Levels

Comfort Level For Breastfeeding in Public if Sign/Window Decal Displayed at Establishment



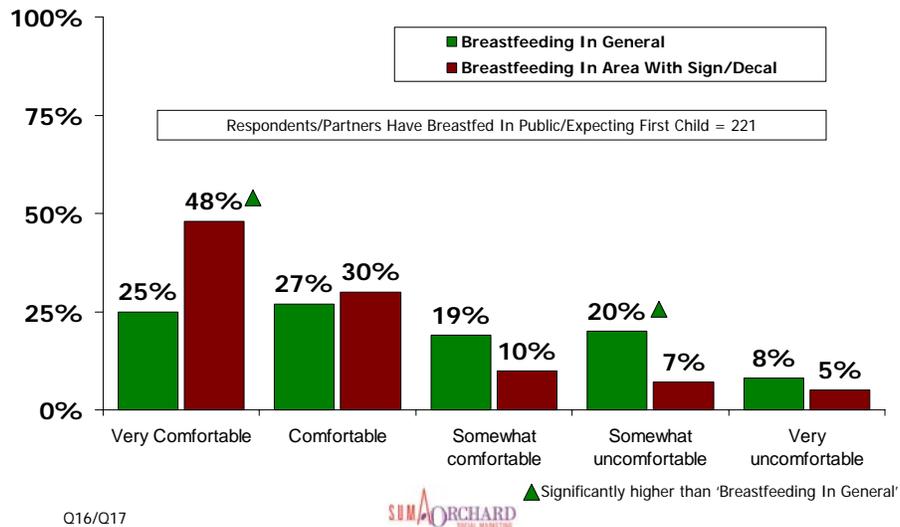
Breastfeeding Comfort Levels

Comfort Level For Breastfeeding in Public If Sign/Window Decal Displayed at Establishment



Breastfeeding Comfort Levels

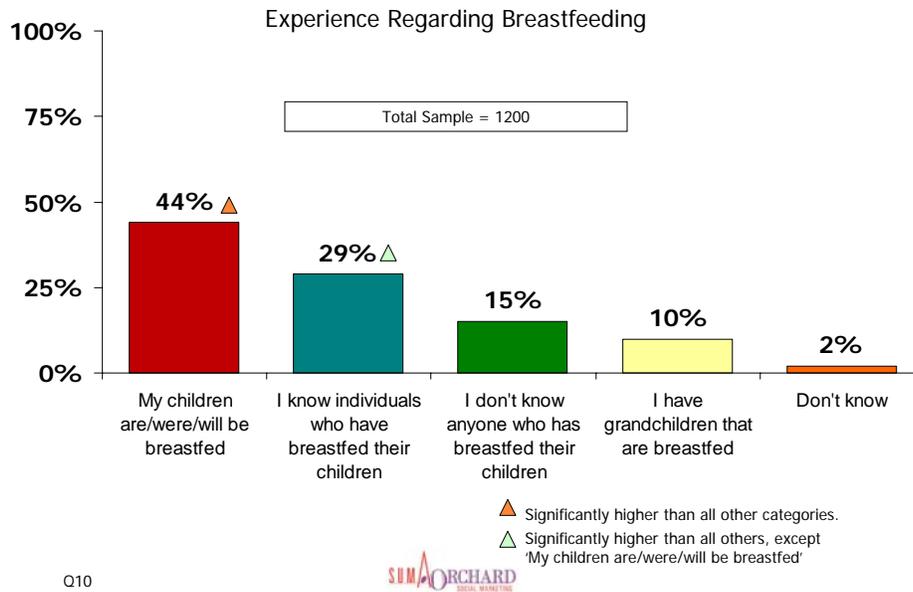
Comfort Level For Breastfeeding in Public
Overall vs. With Sign/Decal



Experience with Breastfeeding

- ◆ Most respondents have had some experience with breastfeeding
 - Four in ten are, were or will breastfeed their child/children
 - Another four in ten know of someone who has breastfed their children whether it be an acquaintance (29%) or their own grandchildren (10%)
 - Less than two in ten respondents didn't know anyone who had breastfed their children
- ◆ Public areas respondents have breastfed include:
 - A restaurant 48%
 - A park 24%
 - A grocery store 22%
 - The mall 18%
 - A public restroom 12%
 - Church 12%
 - Doctor's office 11%

Breastfeeding Experience



Experience with Breastfeeding

Have Breastfed Child/Children in Public?

Yes	39%
No	59%
Don't know/refused	2%
Those currently expecting, but not their first, or have children under the age of 18	514

Where Have Breastfed In Public

Restaurant	48%
A park	24%
Grocery store	22%
The mall	18%
A public restroom	12%
Church	12%
Doctor's office	11%
In a car	6%
Those who have or their partners have breastfed in public	202

Q14/Q15

SUM ORCHARD SOCIAL MARKETING

Breastfeeding Laws in the State of Texas

- ◆ Few respondents are aware of any laws in the State of Texas related to breastfeeding
 - Only two in ten respondents had heard of anyone being asked to leave an establishment because of breastfeeding
 - And only 1% of respondents had heard of a woman being arrested for breastfeeding



Breastfeeding in the State of Texas

Law in the State of Texas Regarding Breastfeeding?

Yes	3%
No	55%
Don't know	42%
Total Respondents	1200

What is that law?

The law protects women who choose to breastfeed in public	12
The law protects a woman's right to breastfeed in public	12
I do not think they are supposed to do it	1
Can not do it in certain places	1
Do not know what the law is	11
Those who recall a Texas law regarding breastfeeding	37
Note: Small Base Size	

Q18/Q19



Breastfeeding in the State of Texas

Heard of woman being asked to leave an establishment/public place because breastfeeding?

Yes	19%
No	81%
Total Respondents	1200

Describe what Saw/Heard/Read

A woman was asked to leave the restaurant	75
Saw it on the news/television	64
A lady was breastfeeding and was asked to leave	28
A woman was asked to leave the mall	20
Those who heard that woman was asked to leave an establishment because breastfeeding.	230
All others mentioned by 1% or less of total respondents	

Q22/Q22a



Breastfeeding in the State of Texas

Heard of woman being arrested for breastfeeding in public?

Yes	1%
No	99%
Total Respondents	1200

Describe what Saw/Heard/Read

It was on the news	6
It was on television	3
A woman was arrested because she was exposed	2
A lady was arrested at a Hilton	1
A lady won a lawsuit against mall	1
A woman received a ticket for nudity	1
Don't know/refused	3
Those who have heard of a woman being arrested for breastfeeding in public	16

Q23/Q23a



Comparison of Those with Children 18 and Under vs. Those without Children Under 18

Awareness and Impressions of Breastfeeding

Household with Children Under 18 vs. Those with No Children Under 18

- ◆ Individuals who do not have children under 18 in their household are more likely to think breastfeeding is inappropriate
 - One third of these respondents did not know anyone who had breastfed their children
 - While most understand the benefits of breastfeeding, two in ten of these respondents were unable to recall these benefits unaided
 - ▲ Overall, those who have children are more readily capable of recalling breastfeeding benefits for infants
 - ▲ However, both those with children under 18 and those with no children under 18 recall of the benefits of breastfeeding for mothers is much lower
- ◆ Most individuals with children under 18 do not believe the State of Texas has a law regarding breastfeeding
 - Significantly more of those without children don't know if there is a state law regarding breastfeeding

Awareness and Impressions of Breastfeeding

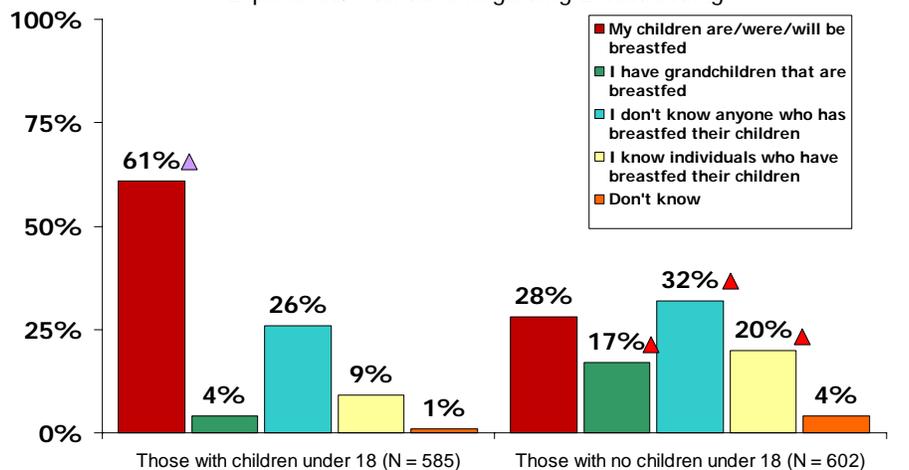
Household with Children Under 18 vs. Those with No Children Under 18

- ◆ Significantly more respondents with children under 18 agree there should be more private places for women to breastfeed in public
 - In addition, significantly more of these respondents also agree women should be allowed to breastfeed in public without any limitations
- ◆ Those without children under 18 in the household, believe more strongly that formula companies should be regulated in their marketing to new mothers
 - Almost one third believe formula companies should be limited in their marketing to new mothers in hospitals
 - Almost one-quarter believe formula companies should not be allowed to give out free formula to new mothers in hospitals



Breastfeeding Experience

Experience/Intentions Regarding Breastfeeding



▲ Significantly higher than those with no children under 18.
 △ Significantly higher than all those with children under 18.

Q10



Personal Reaction

Personal Reaction to a Woman Breastfeeding in Public

	Children under 18 in Household (N = 585)	No Children Under 18 (N = 602)
It doesn't bother me	61%	60%
It doesn't bother me if she covers herself up or is discreet	55%	52%
I wish there was a more private place for women to breastfeed other than a restroom	21%	17%
I think she should go to the nearest restroom	7%	10%
I do not think it is appropriate	3%	6%
I wish a manager or security guard would make the woman leave the location	0%	1%

If highlighted in yellow, significantly higher than other category.

Q11



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Infants**

Top of Mind - Unaided

	Children Under 18 (N = 585)	No children under 18 (N = 602)
Better for baby's health, helps build immunities	82%	73%
Builds a bond with the mother	22%	19%
Prevents allergies	14%	10%
Can increase baby's IQ	11%	8%
None	10%	17%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Infants**

Total Mentions (Unaided/Aided)

	Children Under 18 (N = 585)	No children under 18 (N = 602)
Better for baby's health, helps build immunities	96%	94%
Builds a bond with the mother	89%	84%
Prevents allergies in infant	59%	47%
Can increase baby's IQ	49%	36%
Helps prevent SIDS	40%	28%
Helps prevent obesity in infant	34%	26%
Helps prevent disease in infant	26%	22%
None	1%	3%
Don't know/refused	0%	0%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Mothers**

Top of Mind - Unaided

	Children Under 18 (N = 585)	No children under 18 (N = 602)
Builds a bond with the mother	49%	40%
Helps the mother lose weight	39%	17%
More convenient	16%	13%
Saves money	17%	10%
Helps to shrink the uterus to its pre-pregnancy size	14%	6%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Mothers**

Total Mentions (Unaided/Aided)

	Children Under 18 (N = 585)	No children under 18 (N = 602)
Builds a bond with the child	87%	81%
Saves Money	82%	75%
More convenient	78%	67%
Helps the mother lose weight faster	70%	41%
Helps shrink the uterus to its prepregnancy size	54%	30%
Releases hormones that help relax the mother	44%	36%
Helps prevent excess bleeding	30%	18%
Helps prevent breast cancer	8%	5%
None	1%	3%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Breastfeeding in The State of Texas

Law in State of Texas Regarding Breastfeeding?

	Children Under 18 (N = 585)	No children under 18 (N = 602)
Yes	4%	2%
No	59%	50%
Don't know	37%	48%

If highlighted in yellow, significantly higher than other category.

Q18/Q19



Opinions of Breastfeeding

Agree/Strongly Agree with Statements

Factors	Children Under 18 (N = 585)	No children under 18 (N = 602)
There should be more private places set aside for women to breastfeed when they are out in public	74%	67%
Mothers should be allowed to breastfeed their children in public without any limitations	64%	54%
Formula companies should be limited in their marketing to new mothers in hospitals	22%	31%
Formula companies should not give out free formula to new mothers in the hospital	17%	22%

If highlighted in yellow, significantly higher than other category.

Q21



Breakdown by Area

Awareness and Impressions of Breastfeeding

- ◆ Suburban and Rural respondents agree more strongly than Urban respondents that breastfeeding in public doesn't bother them as long as the mother is discreet
- ◆ Overall, it appears Suburban respondents are more knowledgeable about the benefits of breastfeeding
 - They are also more likely to breastfeed
 - Notably, more of these respondents feel formula companies should not be limited in their marketing to new mothers in hospitals
 - Significantly more Suburban respondents would like to have more private places to breastfeed other than a restroom



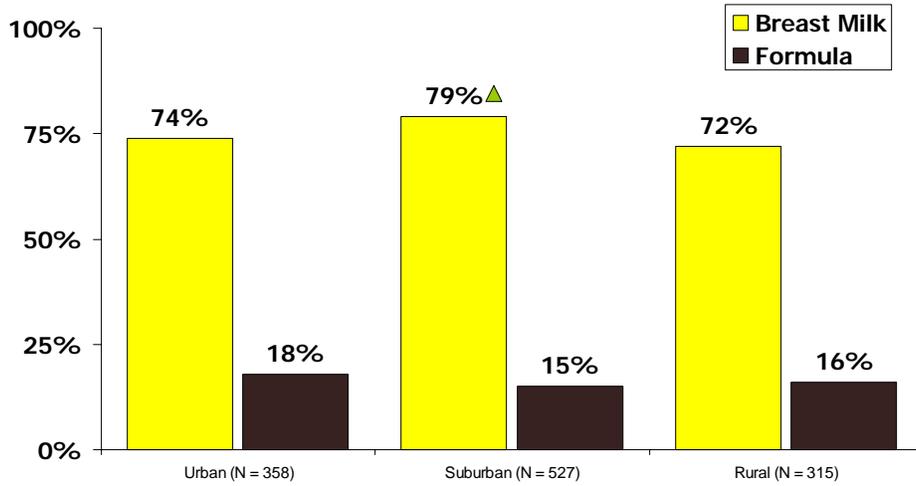
Awareness and Impressions of Breastfeeding

- ◆ Urban respondents are most interested in additional labeling of formula products and are also the most interested in limiting formula company marketing efforts and not allowing these companies to dispense free products to mothers in hospitals
 - These Urban respondents are more likely than Suburban respondents to agree a woman should be allowed to breastfeed without limitations
 - However, they are more likely to also agree breastfeeding should be done in a private place
- ◆ Significantly fewer Rural respondents agree breast milk is best for baby and therefore people should try to breastfeed



Nutrition for Infants

Best Form of Nutrition For Infants - By Area



Q9



▲ Significantly higher than all other areas.

Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Infants** - By Area

Top of Mind - Unaided

	Urban (N = 358)	Suburban (N = 527)	Rural (N = 315)
Better for baby's health, helps build immunities	75%	80%	76%
Builds a bond with the mother	16%	23%▲	19%
None	15%	11%	16%
Prevents allergies	10%	14%	11%
Can Increase baby's IQ	11%	9%	10%
Helps prevent obesity	4%	3%	6%

▲ Significantly higher than Urban

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for Mothers - By Area

Top of Mind - Unaided

	Urban (N = 358)	Suburban (N = 527)	Rural (N = 315)
Builds a bond with the mother	39%	48% ▲	45%
Helps the mother lose weight	26%	30%	26%
More convenient	16%	13%	16%
Saves money	16%	12%	14%
Helps to shrink the uterus to its pre-pregnancy size	11%	10%	9%
Helps prevent breast cancer	7%	6%	6%
Releases hormones that help relax the mother	4%	6%	7%

▲ Significantly higher than Urban

Q12/Q13



Opinions of Breastfeeding

Agree/Strongly Agree with Statements

Factors	Urban (N = 358)	Suburban (N = 527)	Rural (N = 315)
Breastmilk is best for the baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child	87%	87%	86%
There should be more public information about the laws regarding breastfeeding	82%	78%	80%
Breastmilk is best for the baby and therefore people should try to breastfeed	78%	77%	70% ▼
Breastfeeding is okay as long as the mother takes measure to cover herself while doing it	78%	73%	77%
There should be more private places set aside for women to breastfeed when they are out in public	73%	69%	69%
There should be labels on infant formula containers stating that the American Pediatric Society recommends breastfeeding as a healthier source of nutrition for infants	71% ▲	63%	63%
Employers should encourage women to breastfeed their children by offering private time and space to pump their breasts	70%	66%	63%
Mothers should be allowed to breastfeed their children in public without any limitations	64% ▲	57%	57%
Formula and breastmilk are equally good for the baby so either is okay	46% ▲	37%	44%
Breastfeeding should be done in a private place	39% ▲	30%	37%
Formula companies should be limited in their marketing to new mothers in hospitals	35%	21% ▼	29%
Formula companies should not give out free formula to new mothers in the hospital	26% ▲	17%	20%

▲ Significantly higher than Suburban
▲ Significantly higher all others

▼ Significantly lower than all others

Q21



Personal Reaction

Personal Reaction to Woman Breastfeeding in Public - By Area

	Urban (N = 358)	Suburban (N = 527)	Rural (N = 315)
It doesn't bother me	64%	59%	61%
It doesn't bother me if she covers herself up or is discreet	48%	55% [△]	56% [△]
I wish there was a more private place for women to breastfeed other than a restroom	15%	21% [△]	21%
I think she should go to the nearest restroom	9%	9%	6%
I do not think it is appropriate	6%	4%	5%
I wish a manager or security guard would make the woman leave the location	1%	1%	1%

△ Significantly higher than Urban

Q11



Breastfeeding Experience

Experience Regarding Breastfeeding - By Area

	Urban (N = 358)	Suburban (N = 527)	Rural (N = 315)
My children are/were/will be breastfed	40%	48% [△]	43%
I have grandchildren that are breastfed	11%	9%	12%
I know individuals who have breastfed	29%	29%	27%
I don't know anyone who has breastfed their children	17%	12%	15%
Don't know	3%	2%	3%

△ Significantly higher than Urban

Q10



Breakdown by Gender

Awareness and Impressions of Breastfeeding

- ◆ Overall, females are more likely to be the sole decision maker for choosing and preparing food for children
 - In addition, significantly more females are aware breast milk is best for infants
 - Females more strongly agree. . .
 - ▲ Breast milk is best for infants, but a woman should do what is best for her and her child
 - ▲ More public information should be available regarding breastfeeding in public
 - ▲ Breastfeeding is okay as long as the mother covers herself while doing it
 - ▲ Breastfeeding is best so therefore people should try to breastfeed
 - ▲ There should be more private place to breastfeed other than a restroom
 - ▲ Employers should encourage their women employees to breastfeed by offering time and space to express milk
 - ▲ Formula and breast milk are equally good for the baby so either is okay

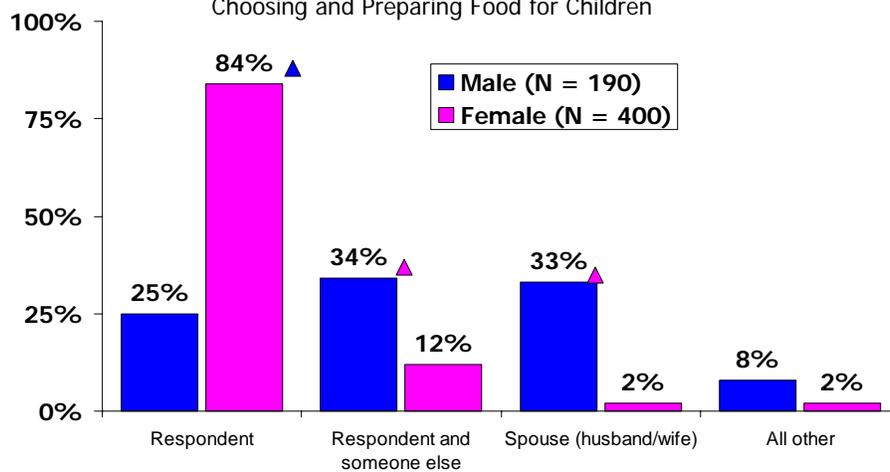
Awareness and Impressions of Breastfeeding

- ◆ Males are less aware of the benefits of breastfeeding than females
 - Males are also less likely to agree with statements related to breastfeeding than females on seven of the statements evaluated
 - Overall, more males said they simply weren't bothered by a woman breastfeeding in public
 - More males than females stated they didn't know anyone who had breastfed their children



Demographic Profile

Few Men are the Sole Decision-Maker of Choosing and Preparing Food for Children



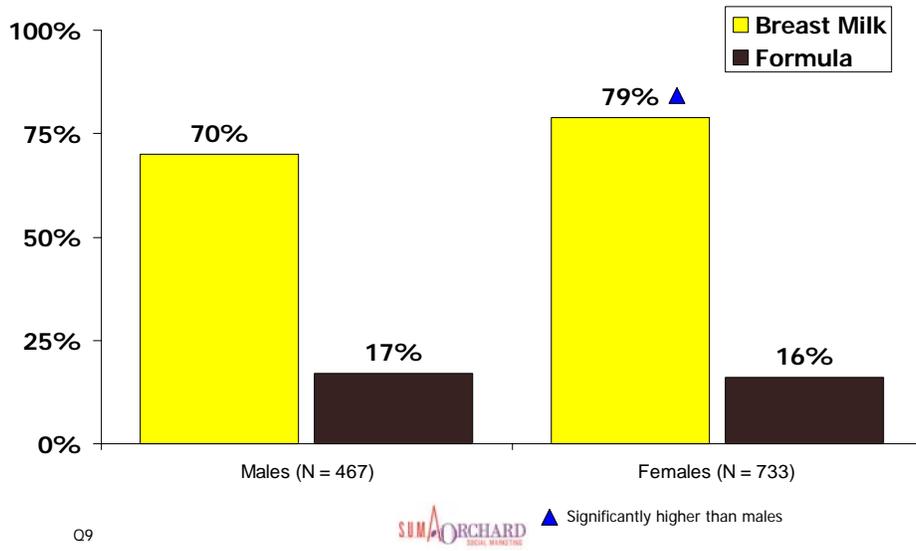
08



▲ Significantly higher than males
▲ Significantly higher than females

Nutrition for Infants

Best Form of Nutrition for Infants - By Gender



Q9



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for Infants - By Gender

Top of Mind - Unaided

	Male (N = 467)	Female (N = 733)
Better for baby's health, helps build immunities	67%	84%
Builds a bond with the mother	18%	21%
Prevents allergies	7%	15%
Can increase baby's IQ	10%	10%
Helps prevent obesity	4%	4%
None	22%	8%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for Mothers - By Gender

Top of Mind - Unaided

	Male (N = 467)	Female (N = 733)
Builds a bond with the mother	39%	48%
Helps the mother lose weight	10%	39%
More convenient	10%	18%
Saves money	8%	17%
Helps to shrink the uterus to its pre-pregnancy size	4%	14%
Helps prevent breast cancer	4%	8%
Releases hormones that help relax the mother	6%	6%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Opinions of Breastfeeding

Agree/Strongly Agree with Statements

Factors	Male (N = 467)	Female (N = 733)
Breastmilk is best for the baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child	82%	90%
There should be more public information about the laws regarding breastfeeding	76%	82%
Breastfeeding is okay as long as the mother takes measure to cover herself while doing it	71%	78%
Breastmilk is best for the baby and therefore people should try to breastfeed	70%	78%
There should be labels on infant formula containers stating that the American Pediatric Society recommends breastfeeding as a healthier source of nutrition for infants	65%	66%
There should be more private places set aside for women to breastfeed when they are out in public	60%	77%
Mothers should be allowed to breastfeed their children in public without any limitations	58%	60%
Employers should encourage women to breastfeed their children by offering private time and space to pump their breasts	56%	73%
Formula and breastmilk are equally good for the baby so either is okay	39%	43%
Breastfeeding should be done in a private place	31%	37%
Formula companies should be limited in their marketing to new mothers in hospitals	29%	26%
Formula companies should not give out free formula to new mothers in the hospital	22%	19%

If highlighted in yellow, significantly higher than other category

Q21



Personal Reaction

Personal Reaction to Woman Breastfeeding in Public - By Gender

	Males (N = 467)	Females (N = 733)
It doesn't bother me	71%	54%
It doesn't bother me if she covers herself up or is discreet	48%	57%
I wish there was a more private place for women to breastfeed other than a restroom	16%	21%
I think she should go to the nearest restroom	7%	9%
I do not think it is appropriate	4%	5%
I wish a manager or security guard would make the woman leave the location	1%	1%

If highlighted in yellow, significantly higher than other category.

Q11



Breastfeeding Experience

Experience Regarding Breastfeeding - By Gender

	Males (N = 467)	Females (N = 733)
My children are/were/will be breastfed	36%	50%
I have grandchildren that are breastfed	8%	12%
I know individuals who have breastfed	30%	28%
I don't know anyone who has breastfed their children	22%	10%
Don't know	5%	1%

If highlighted in yellow, significantly higher than other category.

Q10

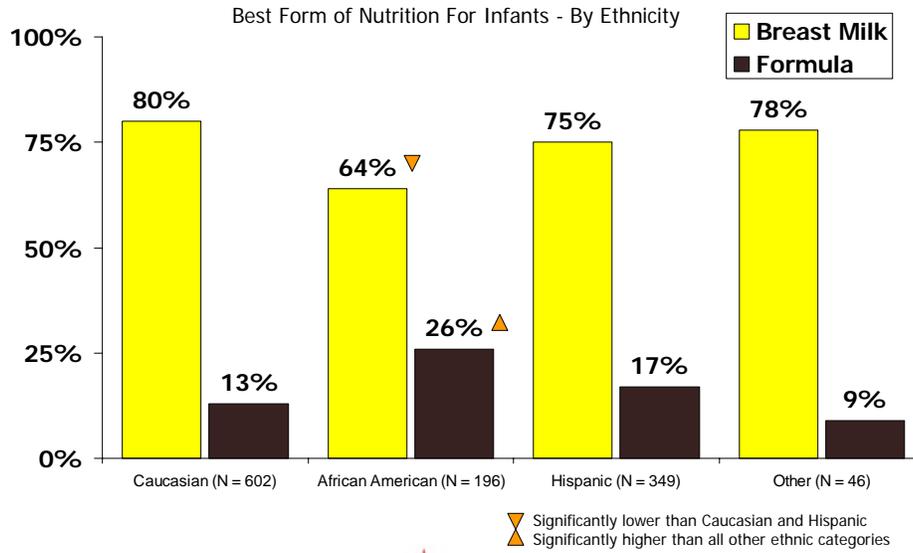


Breakdown by Ethnicity

Awareness and Impressions of Breastfeeding

- ◆ Overall, Caucasians and Hispanics are the most educated on the benefits of breastfeeding
 - They are better able to recall the benefits of breastfeeding compared to African Americans
- ◆ African Americans were least likely to breastfeed of the four designated ethnic groups
 - They agreed more strongly than Caucasians...
 - ▲ More information should be provided about laws regarding breastfeeding
 - ▲ Women should be discreet when breastfeeding
 - ▲ There should be more private places to breastfeed when out in public
 - ▲ Formula and breast milk are equally good for infants
 - ▲ Breastfeeding should be done in a private place
 - ▲ And formula companies should be limited in their marketing to new mothers and should not be allowed to distribute free products at the hospital

Nutrition for Infants



Q9



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for Infants - By Ethnicity

Top of Mind - Unaided

	Caucasian (N = 602)	African American (N = 196)	Hispanic (N = 349)	Other (N = 46)
Better for baby's health, helps build immunities	78% ▲	68%	81% ▲	76%
Builds a bond with the mother	24%	12% ▽	18%	24%
None	12%	21%	10%	13%
Prevents allergies	14% ▲	7% ▲	12%	11%
Can increase baby's IQ	8%	12%	13% ▲	11%
Helps prevent obesity	4%	1%	7% ▲	7% ▲

- ▲ Significantly higher than African Americans
- ▲ Significantly higher than Caucasians and Hispanics
- ▲ Significantly higher than Caucasians
- ▽ Significantly lower than all others

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for Mothers - By Ethnicity

Top of Mind - Unaided

	Caucasian (N = 602)	African American (N = 196)	Hispanic (N = 349)	Other (N = 46)
Builds a bond with the mother	55% ▲	32%	35%	37%
Helps the mother lose weight	28% ▲	19%	32% ▲	33%
More convenient	15%	10%	17% ▲	15%
Saves money	14%	13%	14%	13%
Helps to shrink the uterus to its pre-pregnancy size	11% ▲	6%	10%	9%
Helps prevent breast cancer	6%	3%	8%	9%
Releases hormones that help relax the mother	7% ▲	2%	6%	9%

- ▲ Significantly higher than all others
- ▲ Significantly higher than African Americans

Q12/Q13



Opinions of Breastfeeding

Agree/Strongly Agree with Statements

Factors	Ethnicity			
	Caucasian (N = 602)	African American (N = 196)	Hispanic (N = 349)	Other (N = 46)
Breastmilk is best for the baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child	89% ▲	87%	85%	78%
There should be more public information about the laws regarding breastfeeding	76%	84% ▲	85% ▲	76%
Breastmilk is best for the baby and therefore people should try to breastfeed	73%	73%	79%	85%
Breastfeeding is okay as long as the mother takes measure to cover herself while doing it	73%	82% ▲	77%	72%
There should be more private places set aside for women to breastfeed when they are out in public	69%	77% ▲	71%	52% ▼
Employers should encourage women to breastfeed their children by offering private time and space to pump their breasts	68%	64%	64%	67%
There should be labels on infant formula containers stating that the American Pediatric Society recommends breastfeeding as a healthier source of nutrition for infants	58%	66%	77% ▲	67%
Mothers should be allowed to breastfeed their children in public without any limitations	56%	59%	64% ▲	67%
Formula and breastmilk are equally good for the baby so either is okay	33%	49% ▲	53% ▲	30%
Breastfeeding should be done in a private place	30%	42% ▲	38% ▲	30%
Formula companies should be limited in their marketing to new mothers in hospitals	22%	36% ▲	32% ▲	24%
Formula companies should not give out free formula to new mothers in the hospital	16%	22% ▲	25% ▲	22%

- ▲ Significantly higher than Caucasian
- ▼ Significantly lower than all others
- ▲ Significantly higher than Caucasian and Other
- ▲ Significantly higher than Caucasian and African American
- ▲ Significantly higher than Other

Q21



Personal Reaction

Personal Reaction to Woman Breastfeeding in Public - By Ethnicity

	Caucasian (N= 602)	African American (N = 196)	Hispanic (N = 349)	Other (N = 46)
It doesn't bother me	58%	62%	62%	72%
It doesn't bother me if she covers herself up or is discreet	57% ▲	54% ▲	49%	35%
I wish there was a more private place for women to breastfeed other than a restroom	21% ▲	22% ▲	15%	9%
I think she should go to the nearest restroom	9%	9%	7%	11%
I do not think it is appropriate	5%	6%	4%	4%
I wish a manager or security guard would make the woman leave the location	0%	1%	1%	0%

- ▲ Significantly higher than Hispanics and Other
- ▲ Significantly higher than Other

Q11



Breastfeeding Experience

Experience Regarding Breastfeeding - By Ethnicity

	Caucasian (N = 602)	African American (N = 196)	Hispanic (N = 349)	Other (N = 46)
My children are/were/will be breastfed	47%	30% ▼	47%	48%
I have grandchildren that are breastfed	11%	7%	12%	4%
I know individuals who have breastfed	28%	34%	27%	30%
I don't know anyone who has breastfed their children	12%	27% ▲	12%	17%
Don't know	2%	3%	2%	0%

- ▼ Significantly lower than all other ethnic groups
- ▲ Significantly higher than Caucasians and Hispanics

Q10



Experience with Breastfeeding

Have Breastfed Child/Children in Public - By Ethnicity?

Those currently expecting, but not their first, or have children under the age of 18	Caucasian (N = 268)	African American (N = 56)	Hispanic (N = 171)	Other (N = 17*)
Yes	46% \triangle	16%	39% \triangle	24%
No	52%	82% \triangle	61%	76%
Don't know/refused	2%	2%	1%	0%

- * Note: Small Base Size
 \triangle Significantly higher than African Americans.
 \triangle Significantly higher than Caucasians and Hispanics.

Q14



Breastfeeding in the State of Texas

Law in State of Texas Regarding Breastfeeding?

	Caucasian (N = 602)	African American (N = 196)	Hispanic (N = 349)	Other (N = 46)
Yes	3%	4%	3%	2%
No	54%	61% \blacktriangle	52%	52%
Don't know	43% \triangle	35%	45% \triangle	46%

- \triangle Significantly higher than African Americans.
 \blacktriangle Significantly higher than Caucasians and Hispanics.

Q18



Breastfeeding in the State of Texas

Heard of woman being asked to leave an establishment/public place because breastfeeding?

	Caucasian (N = 602)	African American (N = 196)	Hispanic (N = 349)	Other (N = 46)
Yes	23%	21%	11%	22%
No	77%	79%	89% [△]	78%

[△] Significantly higher than all others.

Q22



Breakdown by Age

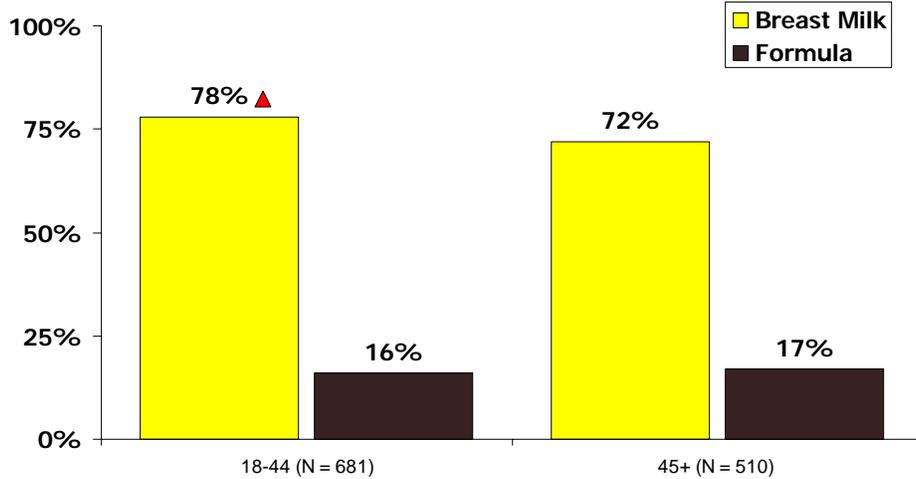
Awareness and Impressions of Breastfeeding

- ◆ Those age 18-44 are more likely to have had the experience of breastfeeding in public
 - They believe more strongly mothers should be allowed to breastfeed without limitations and are more aware than their older counterparts of the benefits of breastfeeding for the mother
- ◆ Those age 45+ more strongly agree breastfeeding is okay as long as the mother takes measures to cover herself
 - They also more strongly believe breastfeeding should be done in a private place
 - These respondents also more strongly agree formula companies should be limited in their marketing and distribution of free products to new mothers



Nutrition for Infants

Best Form of Nutrition For Infants - By Age



Q9



▲ Significantly higher than 45+.

Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Infants - By Age**

Top of Mind - Unaided

	18-44 (N = 681)	45+ (N = 510)
Better for baby's health, helps build immunities	79%	76%
Builds a bond with the mother	18%	23%
Prevents allergies	13%	11%
Can increase baby's IQ	11%	8%
Helps prevent obesity	5%	4%
None	13%	13%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Mothers - By Age**

Top of Mind - Unaided

	18-44 (N = 681)	45+ (N = 510)
Builds a bond with the mother	44%	45%
Helps the mother lose weight	36%	17%
More convenient	13%	17%
Saves money	15%	12%
Helps to shrink the uterus to its pre-pregnancy size	12%	8%
Helps prevent breast cancer	6%	6%
Releases hormones that help relax the mother	6%	5%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Opinions of Breastfeeding

Agree/Strongly Agree with Statements

Factors	18-44 (N = 681)	45+ (N = 510)
Breastmilk is best for the baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child	86%	87%
There should be more public information about the laws regarding breastfeeding	82%	78%
Breastmilk is best for the baby and therefore people should try to breastfeed	75%	76%
Breastfeeding is okay as long as the mother takes measure to cover herself while doing it	72%	79%
There should be more private places set aside for women to breastfeed when they are out in public	72%	67%
Employers should encourage women to breastfeed their children by offering private time and space to pump their breasts	68%	65%
There should be labels on infant formula containers stating that the American Pediatric Society recommends breastfeeding as a healthier source of nutrition for infants	67%	63%
Mothers should be allowed to breastfeed their children in public without any limitations	62%	56%
Formula and breastmilk are equally good for the baby so either is okay	40%	43%
Breastfeeding should be done in a private place	32%	38%
Formula companies should be limited in their marketing to new mothers in hospitals	23%	33%
Formula companies should not give out free formula to new mothers in the hospital	17%	24%

If highlighted in yellow, significantly higher than other category.

Q21



Experience with Breastfeeding

Have Breastfed Child/Children in Public - By Age?

Those currently expecting, but not their first, or have children under the age of 18	18-44 (N = 428)	45 + (N = 82)
Yes	42%	27%
No	57%	70%
Don't know/refused	1%	4%

If highlighted in yellow, significantly higher than other category.

Q14/Q15



Breakdown by Income

Awareness and Impressions of Breastfeeding

- ◆ Those who have an income of \$40,000 or more are more aware of the benefits of breastfeeding for mothers
 - They are also more likely than those with an income of less than \$40,000 to expect a mother breastfeeding in public to be discreet
- ◆ Those with an income of less than \$40,000 agree more strongly...
 - Breast milk is best and therefore people should try to breastfeed
 - Formula products should be labeled stating breastfeeding is recommended by the American Pediatric Society
 - Mothers should be allowed to breastfeed without limitations
 - Formula companies should be limited in their marketing to new mothers in hospitals
- ◆ Those with an income of less than \$40,000 are also more likely to not know anyone who has breastfed

Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Infants** - By Income

Top of Mind - Unaided

	Up to \$40K (N = 581)	\$40K+ (N = 425)
Better for baby's health, helps build immunities	77%	82%
Builds a bond with the mother	18%	24%
Prevents allergies	10%	15%
Can increase baby's IQ	10%	10%
Helps prevent obesity	4%	5%
None	13%	12%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Mothers** - By Income

Top of Mind - Unaided

	Up to \$40K (N = 581)	\$40K+ (N = 425)
Builds a bond with the mother	40%	52%
Helps the mother lose weight	26%	32%
More convenient	15%	14%
Saves money	14%	15%
Helps to shrink the uterus to its pre-pregnancy size	9%	12%
Helps prevent breast cancer	5%	9%
Releases hormones that help relax the mother	4%	9%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Opinions of Breastfeeding

Agree/Strongly Agree with Statements

Factors	Up to \$40K (N = 581)	\$40K+ (N = 425)
Breastmilk is best for the baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child	85%	88%
There should be more public information about the laws regarding breastfeeding	82%	79%
Breastmilk is best for the baby and therefore people should try to breastfeed	79%	71%
Breastfeeding is okay as long as the mother takes measure to cover herself while doing it	77%	74%
There should be labels on infant formula containers stating that the American Pediatric Society recommends breastfeeding as a healthier source of nutrition for infants	72%	60%
There should be more private places set aside for women to breastfeed when they are out in public	70%	70%
Employers should encourage women to breastfeed their children by offering private time and space to pump their breasts	69%	65%
Mothers should be allowed to breastfeed their children in public without any limitations	64%	56%
Formula and breastmilk are equally good for the baby so either is okay	46%	34%
Breastfeeding should be done in a private place	34%	31%
Formula companies should be limited in their marketing to new mothers in hospitals	30%	22%
Formula companies should not give out free formula to new mothers in the hospital	21%	16%

If highlighted in yellow, significantly higher than other category.

Q21



Personal Reaction

Personal Reaction to Woman Breastfeeding in Public - By Income

	Up to \$40K (N = 581)	\$40K+ (N = 425)
It doesn't bother me	62%	60%
It doesn't bother me if she covers herself up or is discreet	51%	59%
I wish there was a more private place for women to breastfeed other than a restroom	19%	19%
I think she should go to the nearest restroom	8%	7%
I do not think it is appropriate	4%	4%
I wish a manager or security guard would make the woman leave the location	1%	0%

If highlighted in yellow, significantly higher than other category.

Q11



Breastfeeding Experience

Experience Regarding Breastfeeding - By Income

	Up to \$40K (N = 581)	\$40K + (N = 425)
My children are/were/will be breastfed	43%	49%
I have grandchildren that are breastfed	9%	11%
I know individuals who have breastfed	29%	29%
I don't know anyone who has breastfed their children	17%	9%
Don't know	2%	1%

If highlighted in yellow, significantly higher than other category.

Q10



Breakdown by Education

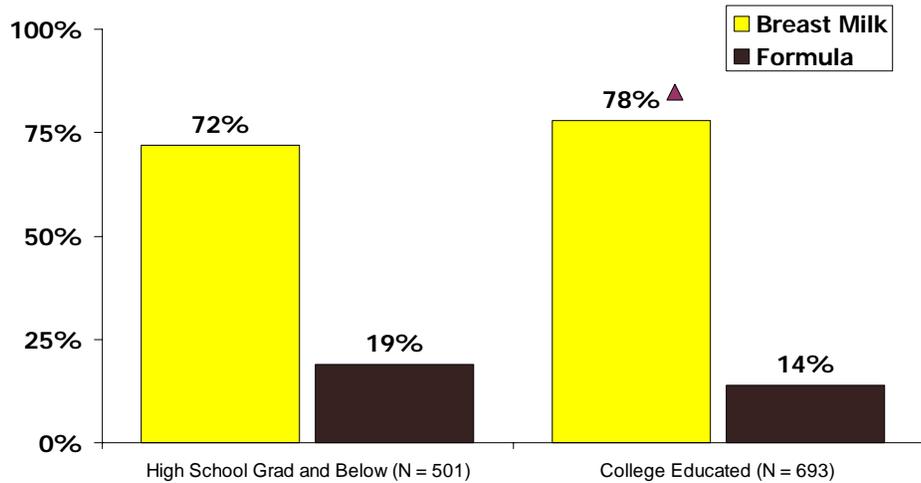
Awareness and Impressions of Breastfeeding

- ◆ College educated respondents are more knowledgeable about the benefits of breastfeeding for both infants and mothers
 - They are more likely to know someone who has breastfed
- ◆ Both groups of respondents expect mothers to be discreet or to cover up while breastfeeding
- ◆ However, those with a high school diploma or less are more likely than college educated respondents to agree...
 - Formula products should be labeled, *"The American Pediatric Society recommends breastfeeding"*
 - Formula and breast milk are equally good for the baby so either is okay
 - Formula companies should be limited in their marketing and distribution of free products to new mothers in hospitals



Nutrition for Infants

Best Form of Nutrition For Infants - By Education



▲ Significantly higher than High School Grad and Below.

Q9



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Infants** - By Education

Top of Mind - Unaided

	High School and below (N = 501)	College Educated (N = 693)
Better for baby's health, helps build immunities	73%	81%
Builds a bond with the mother	15%	24%
Prevents allergies	10%	14%
Can increase baby's IQ	10%	9%
Helps prevent obesity	4%	4%
None	18%	10%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Awareness of Breastfeeding Benefits

Breastfeeding Benefits for **Mothers** - By Education

Top of Mind - Unaided

	High School and below (N = 501)	College Educated (N = 693)
Builds a bond with the mother	35%	52%
Helps the mother lose weight	26%	29%
More convenient	16%	14%
Saves money	15%	13%
Helps to shrink the uterus to its pre-pregnancy size	9%	11%
Helps prevent breast cancer	6%	6%
Releases hormones that help relax the mother	5%	7%

If highlighted in yellow, significantly higher than other category.

Q12/Q13



Opinions of Breastfeeding

Agree/Strongly Agree with Statements

Factors	High School Grad and Below (N = 501)	College Educated (N = 693)
Breastmilk is best for the baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child	85%	88%
Breastfeeding is okay as long as the mother takes measure to cover herself while doing it	80%	72%
There should be more public information about the laws regarding breastfeeding	80%	80%
Breastmilk is best for the baby and therefore people should try to breastfeed	77%	74%
There should be labels on infant formula containers stating that the American Pediatric Society recommends breastfeeding as a healthier source of nutrition for infants	73%	60%
There should be more private places set aside for women to breastfeed when they are out in public	70%	70%
Employers should encourage women to breastfeed their children by offering private time and space to pump their breasts	68%	66%
Mothers should be allowed to breastfeed their children in public without any limitations	61%	58%
Formula and breastmilk are equally good for the baby so either is okay	53%	33%
Breastfeeding should be done in a private place	39%	31%
Formula companies should be limited in their marketing to new mothers in hospitals	35%	21%
Formula companies should not give out free formula to new mothers in the hospital	24%	17%

If highlighted in yellow, significantly higher than other category.

Q21



Personal Reaction

Personal Reaction to Woman Breastfeeding in Public - By Education

	High School and below (N = 501)	College Educated (N = 693)
It doesn't bother me	60%	61%
It doesn't bother me if she covers herself up or is discreet	50%	56%
I wish there was a more private place for women to breastfeed other than a restroom	19%	20%
I think she should go to the nearest restroom	8%	9%
I do not think it is appropriate	4%	5%
I wish a manager or security guard would make the woman leave the location	1%	1%

If highlighted in yellow, significantly higher than other category.

Q11



Breastfeeding Experience

Experience Regarding Breastfeeding - By Education

	High School Grad and below (N = 501)	College Education (N = 693)
My children are/were/will be breastfed	42%	46%
I have grandchildren that are breastfed	10%	10%
I know individuals who have breastfed	25%	31%
I don't know anyone who has breastfed their children	20%	10%
Don't know	3%	2%

If highlighted in yellow, significantly higher than other category.

Q10



Breastfeeding in the State of Texas

Heard of woman being asked to leave an establishment/public place because breastfeeding?

	High School Grad and below (N = 501)	College Education (N = 693)
Yes	16%	21%
No	84%	79%

If highlighted in yellow, significantly higher than other category.

Q22



Recommendations

- ◆ Overall, few respondents are aware of the laws and regulations for breastfeeding in public in the State of Texas
 - The State should focus on educating the public about the laws and regulations regarding breastfeeding in public to help make breastfeeding mothers more comfortable
- ◆ Overall, respondents are very well educated regarding the benefits of breastfeeding for infants, but are not as educated on the benefits for mothers
 - The State should focus on educating the public on benefits for mothers in its efforts to encourage women to breastfeed
- ◆ There is little awareness of issues related to breastfeeding in public among Texas residents
 - The State currently doesn't necessarily need to stress the rights of mothers to breastfeed among the public in general. The general population seems to understand the benefits of breastfeeding and have little negative impressions of mothers who breastfeed



Recommendations

- ◆ African Americans are much less likely to breastfeed and are less knowledgeable about the benefits associated with breastfeeding
 - This ethnic group appears to be the most in need of education relating to the benefits of breastfeeding. Should the State begin a breastfeeding education program, this ethnic group should definitely be targeted
- ◆ Overall, those who have a lower income and have not attended college are most likely to not know someone who breastfeeds
 - To encourage breastfeeding among the public, these two demographic groups should be targeted when educating on the benefits of breastfeeding
- ◆ Overall, respondents feel there are not enough private places for mothers to breastfeed while out in public
 - The State should consider encouraging businesses and public venues to include areas designated for breastfeeding mothers



PUBLIC BREASTFEEDING PEER COUNSELOR AND CLIENT INTERVIEWS

SUMA/Orchard (SOSM) researchers conducted interviews with fifty-nine WIC peer counselors and clients via either a telephone or face-to-face interview. SOSM researchers designed the interview tool to document the kinds of experiences women who breastfeed in public have had, as well as the possible correlation between their experiences and the duration they chose to breastfeed. By interviewing both WIC peer counselors and clients, SOSM researchers gained insight into the impact of real or perceived negative public actions and a woman's choice to breastfeed. Additionally, SOSM researchers were able to ascertain how effective a breastfeeding friendly decal would be by recording women's responses to an inquiry about such a decal.

Thirty-nine of the interviews were completed over the course of two days at a local Austin WIC clinic. The respondents of these face-to-face interviews were primarily women receiving WIC benefits, with fewer than five of the women having a dual relationship with WIC as both a staff member and a recipient of WIC benefits. Other than being a recipient of WIC benefits, the only criteria for participating in the interview was that the women were either breastfeeding or had breastfed in the past year; SOSM researchers did not record or categorize the age or race of these women. For the purpose of this analysis, the women who completed the face-to-face interviews are referred to as WIC clients.

The remaining interviews were conducted over the phone with twenty WIC peer counselors. The average length of service for the WIC peer counselors interviewed was approximately five years. Three peer counselors have been at WIC for one year and four have been there for over 10 years.

It is important to note the peer counselor group resided throughout Texas, whereas the WIC clients were geographically limited to Austin. Therefore, the analysis contained within this section cannot be extrapolated to the entire state without further research. Additionally, peer counselors are trained to respond to breastfeeding concerns and are therefore more sensitive to these issues.

The interview tool varied slightly between the twenty peer counselor interviews and the thirty-nine WIC client interviews.

DEMOGRAPHICS

How many children do you have?

Respondents indicated that they have anywhere between one and seven children. The total population interviewed had an average of 2.54 children with 22 percent of the women having more than three children. Interestingly, the peer

counselor group had a significantly higher percentage of women (50 percent) with more than three children, compared to respondents from the WIC client population (eight percent).

Population	Average Number of Children	Percentage of Women with > 3 children
Peer counselor (N=20)	3.3	50%
WIC Client (N=39)	2.1	8%
Total Population (N=59)	2.54	22%

How long did you breastfeed each of your children?

The duration women choose to breastfeed their children varies greatly. This variation is clearly present in the data compiled for this analysis. Respondents indicated that they breastfed anywhere from 1 month to sixty months. As the chart below illustrates, the WIC peer counselor group population breastfed for a significantly longer period of time.

Population	Total Number of Children Breastfed/ Breastfeeding	Total Number of Months Breastfed*	Average Duration	Longest Duration
Peer counselor (N=20)	60	1,146	19 months	60 months
WIC Client (N=39)	83	650	7.73 months	36 months
Total Population (N=59)	143	1,796	12.55 months	60 months

* To determine the total number of month’s breastfed to date the current month was counted; no month beyond the current month was counted. Therefore, a woman who has been breastfeeding for six months is counted as six months although she may breastfeed longer. For current breast feeders who did not provide an age for the child or the age when they expected to wean their child, we recorded one month of breastfeeding. There were five such cases in the WIC client population and two such cases in the peer counselor group.

THOUGHTS ON PUBLIC BREASTFEEDING

SOSM researchers asked WIC clients (N= 39) a variety of questions to determine whether they breastfeed in public, if they are comfortable when they do so, and if they are concerned about breastfeeding in public. Their responses varied from the purely positive, to those with mixed emotions, as well as those with negative feelings about breastfeeding in public. A few of their statements follow:

Normal, as if I were home.

It does not bother me.

Natural, I am not embarrassed unless guys are staring.

I probably wouldn't do it.

I don't do it.

I don't feel right.

An analysis of the questions and answers follows:

Question	Response	
Are you concerned about breastfeeding in public?	Response indicated no concern	79%
	Response indicated concern	22%
Do you breastfeed your baby in public places like the library or the mall?	Yes	72%
	No	28%
How do you feel about breastfeeding in a restaurant or some other public place?	Positive response	62%
	Negative response	23%
	Mixed response	15%

The above data indicates that the majority of the WIC clients interviewed comfortably breastfeeds in public with few concerns. However, when the analogous question posed to the WIC peer counselor group is analyzed it appears that a differing sentiment is present; WIC peer counselors *perceive* their clients to be concerned about breastfeeding in public.

SOSM researchers asked the WIC peer counselors how often they hear women express concerns about breastfeeding in public. Their response overwhelmingly indicated that the women they counsel, the WIC client population, are concerned about breastfeeding in public. 90 percent of the WIC peer counselors indicated that their clients are concerned and stated that they hear concerns: "A lot, I hear it often," "On a daily basis," "It is very often," "Quite a bit," and "All the time."

A review of the specific responses provides insight into this variation. Responses such as: "I had a few people looking, but I just went to the bathroom and got situated," "It was embarrassing, but I still did it," "I always cover myself, but sometimes I have felt uncomfortable," may indicate that women feel breastfeeding is the best option for their child and will therefore tolerate their own discomfort for the benefit of their child.

EXPERIENCES WITH PUBLIC BREASTFEEDING

Two separate pairs of questions were asked of the WIC client population and the WIC peer counselor group in order to determine the prevalence of negative experiences when breastfeeding in public.

An analysis of the questions and answers follows:

Population	Question	Response
WIC client (N=39)	Did you ever have any bad experiences when you were breastfeeding in public? If yes, please tell me about them.	Of the women who do breastfeed in public, 14% have had a negative experience 86% report no negative experience
WIC client (N=39)	Has anyone ever told you that you could not breastfeed in a certain place? If so, where were you? What did you do?	8% were told that they could not breastfeed in a certain place 92% were not told this
WIC peer counselor (N=20)	As a breastfeeding mother did you ever have any negative experiences breastfeeding in public? Please tell me about them.	60% report a negative experience 40% report no negative experience
WIC peer counselor (N=20)	Have you had women you counsel tell you about specific instances when they have been harassed (asked to leave/told to go to the bathroom) while breastfeeding in public?	70% report being told about a harassment situation 30% report never being told of a harassment situation

Negative Experiences

It is interesting to note that, again, the WIC peer counselor group and the WIC client population reported significantly different perceptions of experiences. In response to the question regarding a personal negative experience with breastfeeding, 60 percent of the WIC peer counselor group (N=20) indicated that they had a negative experience, while only 14 percent of the WIC client population who breastfeeds in public (N=28) reported a negative experience. However, both populations reported the same kind of negative experiences,

mainly, feelings of being looked at, started at, and not having a proper place to breastfeed.

Harassment

A disconnect between what the WIC client population reported to the SOSM researchers and how the WIC peer counselor group perceives the prevalence of harassment is present in the data regarding cases of specific harassment.

In response to the question, “Have you had women tell you about specific instances when they have been harassed (asked to leave/told to go to the bathroom)?” 70 percent of WIC peer counselors (N=20) indicated that yes, they have been told such stories by the women that they counsel. However, the WIC client population (N=39) SOSM researchers interviewed revealed a very different trend with only eight percent of the population answering affirmatively to the question, “Has anyone ever told you that you could not breastfeed in a certain place?”

Specific Instances

WIC peer counselors relayed specific harassment instances to the SOSM researchers that occurred in a variety of public places such as a restaurant, school, library, grocery store, or a doctor’s office. In general the women were asked to leave or to go to the bathroom from either an employee or a passer-by. In some cases the women did leave or move, but in others the women remained where they were and continued to breastfeed. In two cases the women were not only asked to stop breastfeeding in public, but were also subjected to behavior intended to impact their continued breastfeeding. One woman in an ESL class was told by her instructor that her baby, an eight-month old, was too big to be breastfed. The other case involved a middle-school aged mother who was “not allowed” to pump at school because it was not a “sterile” environment. She was also discouraged from wearing breast-pads to school. In both of these cases, the women sought help from the WIC peer counselors, who in turn, contacted the offenders in an attempt to resolve the situation.

Importance of Culture

WIC peer counselors provided interesting anecdotal evidence regarding the role of culture in a woman’s choice to breastfeed in public, as well as her response to being criticized for breastfeeding in public. While the interview guide did not ask specifically about cultural differences, the prevalence of unsolicited comments (the interview tool had no question even slightly connected to culture) regarding culture indicates it is a powerful motivator and influencer of behavior. The following comments were shared with SOSM researchers:

Spanish-speakers are unclear on what they can do and where.

African-American women are always concerned about it.

The woman was Hispanic and could not speak English to tell them- she was not sure of the law.

A lot of women are afraid, usually Hispanic moms- afraid men are going to be staring at them in a sexual way.

Usually don't hear about negative things... mainly Hispanic, nursing is pretty common.

DURATION AND PUBLIC BREASTFEEDING

SOSM researchers asked both the WIC peer counselor and WIC client populations a specific question to gauge whether breastfeeding in public affected the duration they chose to breastfeed their child. An additional question was asked of the WIC peer counselors to determine their perceptions of how breastfeeding in public affected the WIC client population.

An analysis of the questions and answers follows:

Population	Question	Response
WIC client (N=39)	Do you think that that the way you feel/felt about breastfeeding in public will affect/affected the length of time you breastfed your babies?	31% indicated public breastfeeding affected duration
		5% were unsure
		64% indicated that public breastfeeding did not affect duration
WIC peer counselor (N=20)	How did breastfeeding in public affect the duration of breastfeeding your babies?	35% indicated public breastfeeding affected duration
		65% indicated that public breastfeeding did not affect duration
WIC peer counselor (N=20)	You talk to a lot of women about breastfeeding. Based on those discussions, on a scale of 1 to 10, how would you say breastfeeding in public affects breastfeeding duration?	44% indicated a high impact
		28% indicated a medium impact
		28% indicated a small impact
		20% of the responses included a reference to culture
		15% of the responses

Population	Question	Response
		included a reference to the lack of women breastfeeding in public being a negative influencer

Data from both the WIC client and WIC peer counselor group indicates breastfeeding in public moderately impacts breastfeeding duration rates, with a variance of only 4 percent between the two populations (31 percent for WIC client population and 35 percent for the WIC peer counselor group). Women who indicated that breastfeeding in public affected the duration they chose to breastfeed did so through comments such as the following:

I could just see people staring and my husband would get upset.

With the first child it was a little bit awkward; it got more comfortable with later children.

A lot of the time yes. You take a child away from feeding and don't allow him to feed well.

When the WIC peer counselors were asked how breastfeeding in public affects breastfeeding duration for the WIC client population, they indicated that it has more of an impact (44 percent high impact and 28 percent medium impact) than the WIC client population reported (31 percent).¹

Two other data elements are notable from this set of questions; the importance of culture on the practice of public breastfeeding (20 percent of responses included a mention of culture) and the perception that not seeing women breastfeed in public negatively affects other women's decisions to breastfeed in public (15 percent of responses made a reference to this idea). Respondents echoed these ideas through comments such as the following:

I remember a few years ago when I was teaching a class, she said that she was not going to be able to breastfeed the baby because her husband says that no one in the US breastfeeds their babies... because they never see it in public.

I think the culture of every person is different. Some people come from closed cultures where they cannot show any part of their body.

¹ A Likert scale was used to ascertain the impact breastfeeding in public has on breastfeeding duration with the WIC peer counselors. However, the Likert scale was removed from the client population interview tool, as it presented complications. Therefore, the conclusions gathered from the WIC client interviews are based on qualitative evidence.

It is a problem...because they do not see other people breastfeeding in public and that is the big deterrent, especially among Spanish speakers... they don't see it and therefore don't think it is acceptable in our culture.

KNOWLEDGE OF TEXAS LAW AND COUNSELING CONCERNS

SOSM researchers asked a series of questions to determine:

- If the WIC client population sought out counseling on breastfeeding in public,
- If the WIC client population knew what the Texas state law was regarding breastfeeding in public,
- How WIC peer counselors counseled the WIC client population and,
- If the WIC client population was told the Texas state law regarding public breastfeeding.

An analysis of the questions and answers follows:

Population	Question	Response
WIC client (N=39)	Have you ever asked another woman, perhaps someone here at WIC, for advice on breastfeeding in public? Do you remember what you asked for and what you wanted to learn?	26% asked for advice on breastfeeding in public
		74% reported never asking for advice on breastfeeding in public
WIC peer counselor (N=20)	How do you counsel women when they express concerns about breastfeeding in public?	95% counsel on how to be discreet, that it is legal, that it is natural or a combination or the three
		5% counsel to pump
WIC client (N=39)	Has anyone ever told you what the Texas law is about breastfeeding?	28% were told about law
		72% were not told about law
WIC peer counselor (N=20)	Do you tell women about laws regarding breastfeeding in Texas?	95% of peer counselors report telling clients about law
		5% of peer counselors report not telling clients about the law
WIC peer counselor (N=20)	What do you say to women about laws regarding breastfeeding in Texas?	65% of the WIC peer counselors made specific mention of distributing the <i>License to Breastfeed</i> card

Although few women in the WIC client population reported actively seeking counseling for public breastfeeding issues, it is clear that those who are counseled receive a consistent message; 95 percent of WIC peer counselors counsel the WIC client population on at least one of the following elements: breastfeeding discreetly in public, breastfeeding in public is natural, breastfeeding in public is legal.

Responses to SOSM researchers from both the WIC client population and the WIC peer counselor group indicate that being covered and being discreet while breastfeeding is underscored to these respondents.

Samplings of these comments are as follows:

We discuss different ways of making it discreet; sometimes I tell them that we need more moms' breastfeeding in public so just go for it... I offer them alternatives or suggestions such as wearing a button down shirt or a sling.

Moms say they are not sure if they are showing themselves, so I tell them to look in the mirror. I tell them to use a light blanket... Moms say they do not want to have to go into the bathroom or be asked to leave.

I give them little tips like what kind of clothes to use to make it easier. I tell them to have a little blanket.

I asked how to breastfeed without anyone knowing.

I feel comfortable when I have something covering me.

I cover myself and I am fine.

I always cover myself, but sometimes I feel uncomfortable.

FEEDBACK ON WIC DECAL

SOSM researchers found an overwhelmingly positive response to inquiries regarding the potential of the *Breastfeeding is Welcome Here* decal being placed on the windows of local businesses; 100 percent of the WIC peer counselor group (N=20) and 94 percent of the WIC client population (N=39) responded positively. As evidenced by the following comments, the decal resonated with women because its presence is an indicator of a safe place:

It will let moms know it is a place that will accept them.

When I go out to eat I breastfeed, but there is always that scariness that they will tell me to go out. It is a really good idea it would be added protection.

It would be great. My husband, in a restaurant would tell me "No, they will see you... be careful". ... It would provide more comfort.

That's good. The kid's benefit, for their well-being.

ADDITIONAL COMMENTS

SOSM researchers asked both the WIC client population and the WIC peer counselors if they had any additional or closing comments they would like to share. Both groups of women offered suggestions for media campaigns, relayed stories they had heard about harassment when breastfeeding in public, and provided their insights on the subject of breastfeeding. Some of their comments are shared below:

Media Campaign Suggestions

I think we need materials targeted toward men. A lot of times men are the issue, husbands and boyfriends...other men looking... the women feel they are not allowed to.

I think we need to see instead of text, actual huge posters of women breastfeeding, they barely ever put out actual images. We need in your face images of women breastfeeding discretely... Spanish-speaking women and teens are the most affected/influenced... especially with moms coming from Mexico. They think we don't breastfeed here and they don't want to stand out.

It would be nice if we could have more information out in the billboards on the streets talking more about breastfeeding and healthy babies, maybe just a baby smiling, something in commercials.

Stories

I remember being in a doctor's office and a nurse told me that I could not breastfeed in the office. I was mad and intimidated. I told the doctor and he was sorry that happened. I still breastfed.

I do hear comments from the moms who are not breastfeeding that the breastfeeding mothers are just pulling out their breasts anytime. I think that some of the moms think that breastfeeding is a sexual thing.

Friends have had issues...a man told her to put it away because he was eating and it is gross. She doesn't do it in public anymore.

I have a friend who had an issue at a restaurant... A man wouldn't stop staring at her and she needed to talk to the manager about it.

Insights

My experience tells me that if they see someone else doing it they feel better and are more likely to do it.

People don't breastfeed because the government gives people Enfamil they get lazy.

We need more help at the hospital...yesterday I saw 10 moms at the hospital and only one was told about breastfeeding.

If we could see more people breastfeeding in public, rates would go up.

APPENDIX A

Public Breastfeeding Focus Group Guide

I. Introduction

- ◆ Please say your name, where you work and for how long, what you like most about your job, and a story about the most difficult customer service issue you have faced?

II. Top of Mind Opinion about Breastfeeding Women in Public

- ◆ Pass out a blank sheet of paper. Please write down what is your reaction when you see a woman breastfeeding in public?

III. True/False Assessment of Knowledge about Breastfeeding

- ◆ Hand out true / false questionnaire.

IV. Perceptions of Breastfeeding Women

- ◆ Who chooses to breastfeed?

Probe: When you think of someone who breastfeeds, how would you characterize that person? Is there a particular kind of person who breastfeeds? A particular religion? Ethnic group? Political party?

- ◆ What do you think drives a woman's infant feeding choices?

Probe: What might make a woman choose to breastfeed?

- ◆ Have you ever known someone who breastfed a baby? What did you think of her?

- ◆ What do you think are the benefits to breastfeeding?

- ◆ What do you think are the challenges someone might face if they chose to breastfeed?

Probe: What kind of challenges do they face when they go out in public with the baby?

V. On-the-Job Experiences with Breastfeeding Women

- ◆ As a manager or security guard, what have your experiences been with women breastfeeding or customers reacting to women breastfeeding?

Probe: Have you ever heard of someone who is breastfeeding being asked to cover themselves, go to the restroom, or leave?

- ◆ What is your store/businesses policy about breastfeeding?

Probe: What is the policy for customers? What is the policy for employees? How does the management communicate company policies to staff about what to do if a customer breastfeeds?

- ◆ At your place of business, what have breastfeeding employees or customers traditionally done?
- ◆ Has there ever been an incidence at your place of business involving a breastfeeding woman?

VI. Reaction to Facts about Breastfeeding

- ◆ Introduce fact sheet about the health benefits of breastfeeding.

Questions after fact sheet:

- ◆ What information here surprises you?
- ◆ What is your opinion about this fact sheet?
- ◆ What questions do you have after reading it?
- ◆ How does it change your perception of breastfeeding?

VII. Motivation to Act

- ◆ What kind of policies do you think should be in place at your business for breastfeeding women?
- ◆ **Show Jaime's restaurant story:** What is your top of mind reaction to this story?

- ◆ Show decal: Would your business post something like this on the outside door? Why or why not?
- ◆ What do you think would motivate employers to put this decal on the door?
- ◆ Who would be responsible for making this decision?
- ◆ What do you think would be the benefits to your business to being a breastfeeding friendly business?
- ◆ Would it be a motivate you to be listed on the web as a business that welcomes breastfeeding families?
- ◆ What associations do you belong to?
- ◆ **Show DSHS one page fact sheet:** Would a one page fact sheet like this be of value? Why? Why not?

Thank you for time!

**APPENDIX B:
True False Focus Group Questionnaire**

Please check the answer you believe to be most correct.

	AGREE	DISAGREE	DON'T KNOW
Breastfeeding is healthier for a baby than formula feeding.			
Breastfeeding women cannot work outside the home.			
Some formulas are as equally healthy as breast milk.			
Breastfeeding helps women lose weight after the baby is born.			
Breastfeeding babies are clingier to their mothers than other children.			
Breastfeeding can increase a child's intelligence.			
Breastfeeding can help prevent a child from growing up to be obese.			
Breastfeeding can help prevent a child from developing diabetes.			
Breastfed babies are sick less often.			
Working women can't provide breast milk on the job.			
Breast milk can be frozen.			
Breastfeeding saves money in groceries.			
Breastfeeding saves money in health care costs.			
Women who breastfeed have to expose themselves in public and that can be embarrassing.			
Breastfeeding helps the mother, father, and baby bond better.			
A woman has the legal right to breastfeed in public.			
It is inappropriate to breastfeed in public.			
Breastfeeding can help prevent the mother from developing breast and ovarian cancer.			

APPENDIX C: Breastfeeding Benefits

For Baby:

1. Reduce the risk of infections (i.e. ear and lung infections, bacterial and viral infections).
2. Reduce the risk of childhood obesity and diabetes.
3. Breast milk protects the baby from childhood cancers.
4. Breastfed children are less likely to develop allergies, asthma and other respiratory illnesses.
5. Breast milk is gentle to your baby's stomach and easy to digest.
6. Infants who are breastfed are less likely to die of SIDS.

For Mothers:

7. Mothers have lower risk of breast and ovarian cancer, and osteoporosis.
8. Breastfeeding releases hormones helping a mother relax.
9. It helps moms lose weight faster.
10. Create a strong bond between mother and child.

For the Family:

11. More convenient because there are no bottles to pack – just pack a diaper and go.
12. Saves the family budget hundreds of dollars.
13. Saves the family on health care costs.
14. Breastfeeding creates a healthier society.

**APPENDIX D:
Peer Counselor Interview Guide**

Interviewer explains purpose of the study and all information is anonymous.

1. How long have you been a peer counselor for WIC?
2. How many children do you have and for how long did you breastfeed?
3. As a breastfeeding mother did you ever have any negative experiences breastfeeding in public? If yes, please tell me about them.
4. How did breastfeeding in public affect the duration of breastfeeding your babies?
5. How often do you hear women express concern about breastfeeding in public?
6. How do you counsel women when they express concerns about breastfeeding in public?
7. Do you tell women about laws regarding breastfeeding in Texas?
 - a. Yes
 - b. No
8. What do you say?
9. Have you had women you counsel tell you about specific instances when they have been harassed (asked to leave/told to go to the bathroom) while breastfeeding in public?
10. What are their stories? Probe: What do you hear over and over?

Probe: Are there any that stand out? Where do these occurrences happen?
11. You talk to a lot of women about breastfeeding. Based on those discussions, on a scale of 1 to 10, (1 being not at all and 10 being a lot) how would you say breastfeeding in public affects breastfeeding duration.

1 2 3 4 5 6 7 8 9 10
12. WIC is considering distributing a decal that businesses put in their windows. It says *Breastfeeding Welcome Here* with the logo and slogan *Breast Milk 100% Natural*. What do you think about this strategy?
13. Do you have any closing comments or thoughts?

S2. What industry does your company operate in? (PLEASE BE SPECIFIC)

CHECK
QUOTAS

S3. In what state is your company based?

Texas 1
Other: (SPECIFY) _____

S4a. Including your office location, how many different locations does your company have nationally?

NATIONALLY _____

S4b. Including your office location, how many different locations does your company have in the State of Texas? (NO RANGES)

STATE OF TEXAS _____

S5. Of those locations in the State of Texas, how many of those are retail stores/locations? (NO RANGES) (MUST BE LESS THAN OR EQUAL TO 4b)

RETAIL LOCATIONS IN TEXAS _____

S6. Is your company publicly or privately owned?

Publicly held 1
Privately owned 2

S7. Approximately how many employees does your company currently employ nationally and in the State of Texas?

	7a.NATION <u>WIDE</u>	7b.STATE OF <u>TEXAS</u>
Less than 50 employees	1	1
50 - 100 employees	2	2
101 - 150 employees	3	3
151 – 200 employees	4	4
201 – 500 employees	5	5
500 – 1000 employees	6	6
1,001 - 5,000 employees	7	7
5,001 – 10,000 employees	8	8
10,001 - 30,000 employees	9	9
More than 30,000 employees	0	0

We would like to include you and your company's information in our study. The interview will take approximately 15 to 20 minutes to complete. In appreciation of your participation, we will give you \$_____ for completing the interview.

I will be taking notes/taping our discussion in order to sum up what we've learned in a comprehensive report. At no time will your name or your company be singled out in your responses.

1. Would you prefer to complete the interview now or would you prefer us to call you back at a better time? (PLEASE DO EVERYTHING POSSIBLE TO GET THE RESPONDENT TO DO THE INTERVIEW NOW.) (DON'T ASK EVERYONE-JUST HAVE AS OPTION IF THE RESPONDENT ASKS)

Conduct interview now	1	CONTINUE
Callback later	2	SCHEDULE A CALLBACK DATE AND TIME AND SET AS A CALLBACK

<p><u>CALLBACK INFO:</u> CONTACT: _____</p> <p>DATE: _____ TIME: _____ PHONE: _____</p>
--

2. Approximately how many of your company's employees located in the State of Texas would you say are females of child bearing age? (NEED AN ESTIMATE ONLY, NOT EXACT NUMBERS. NO RANGES.)
_____ FEMALES OF CHILD BEARING AGE (18-45 YEARS OF AGE)

3. What is your company's current policy regarding maternity leave? (PROBE FOR LENGTH OF TIME, PAID OR UNPAID LEAVE, FULL OR REDUCED SALARY, ETC.)

(REFER TO Q.1, IF HAVE LOCATIONS THAT OPERATE OUTSIDE TEXAS, ASK Q.4. ALL OTHERS SKIP TO Q.6)

4. Does your maternity leave policy vary based on location and/or state?

Yes	1	CONTINUE
No	2	SKIP TO Q.6

5. In what way is your maternity leave policy different at locations in the State of Texas vs. other locations/states?

6. What is your company's current policy regarding female employees who are breastfeeding and wish to express milk while at work? (DO NOT READ LIST. PROBE FOR CLARIFICATION BEFORE CHOOSING A CATEGORY.)

- We don't currently have a policy1
- We don't have a specific space for women to pump2
- We have a designated room/area for women to pump.....3
- We request that women pump in their office.....4
- We request that women pump in the bathroom5
- We do not allow employees to pump6
- Other policy (specify)_____

7. Is the policy the same for employees at the corporate office as it is for those at the retail stores/locations?

- Yes 1 SKIP TO Q.9
- No 2 CONTINUE
- Don't know 3 SKIP TO Q.9

8. In what way does your breast feeding policy vary between the corporate office and retail stores/locations?

9. In your opinion as a (REFER TO JOB TITLE IN Q.S1) what experience has your company had with breastfeeding female employees who want to express milk while at work after returning from maternity leave?

-
10. Based on what you may have seen, read, heard or experienced, please tell me if you are aware of the following benefits of breastfeeding for (INFANTS/MOTHERS)
 READ LIST. CIRCLE IF AWARE. ACCEPT MULTIPLE RESPONSES.

INFANTS:

- Better for baby's health (Results in less time off due to sick children)..... 1
- Can increase baby's IQ..... 2
- Builds a bond **for child** with the mother 3
- Helps prevent SIDs (Sudden Infant Death Syndrome)..... 4
- Helps prevent diabetes..... 5
- Helps prevent obesity 6
- Prevents allergies..... 7

MOTHERS:

- Helps the mother lose weight faster 1
- Helps to shrink the uterus to its pre-pregnancy size 2
- Helps prevent excess bleeding..... 3
- Builds a bond with the child 4
- Releases hormones that help relax the mother 5
- Saves money 6
- More convenient..... 7
- Helps prevent breast cancer 8
- Helps reduce the amount of sick days after maternity leave for mothers who work..... 9
- Helps reduce the length of maternity leave for mothers who just had a baby 0

11. When you think of women working and breastfeeding, what kinds of issues come to mind? (DO NOT READ LIST. RECORD ANSWER BELOW UNDER Q.11)

(FOR EACH FACTOR NOT MENTIONED IN Q.11, ASK Q.12)

12. Would you say that (THOSE NOT MENTIONED IN Q.11) is an issue for your company when it comes to breastfeeding? (MARK ALL THOSE MENTIONED UNDER Q.12)

	<u>Q.11</u>	<u>Q.12</u>
Space	1	1
Time	2	2
Privacy	3	3
Other employees' reactions.....	4	4
Other (specify) _____	<input type="checkbox"/>	

(REFER TO Q.10, IF DON'T CURRENTLY HAVE A POLICY, ASK Q.13. ALL OTHERS SKIP TO Q.16)

13. Does your company have any plans to establish a policy regarding female employees who wish to continue breastfeeding when they return to work for the future?

- Yes1 CONTINUE
- No.....2 SKIP TO Q.14
- Don't know3 SKIP TO Q.16

(REFER TO Q.13, IF 'YES', ASK Q.14.)

14. When do you think your company will establish a policy on this issue? (READ LIST)

- In the next 6 months.....1
 - In the next 12 months.....2
 - In the next 12-24 months3
 - More than 24 months from now.....4
 - Never.....5
 - Don't know/ unsure.....6
- SKIP TO Q.16

(REFER TO Q.7, IF 'NO', ASK Q.15.)

15. Why don't you think your company will establish a policy on this issue? (PROBE FOR SPECIFICS)

16. Have you heard of the “Mother-Friendly” designation for companies?

Yes1 → SKIP TO Q17

No.....2 → READ BELOW

If no, explain that the “Mother-Friendly” designation is:

The Mother Friendly Designation is provided by the Texas Department of State Health Services for businesses to use as a recruitment tool. Businesses can be designated as “Mother Friendly” if they voluntarily have a written policy to support employed mothers by providing:

- ◆ Flexible work schedule to provide time for expression of milk
- ◆ An accessible location allowing privacy
- ◆ Access to a nearby clean and safe water source and a sink for washing hands and rinsing out any breast pump equipment, and
- ◆ Access to hygienic storage alternatives (such as a refrigerator or cooler) for the mother to store her breast milk.

There are over 100 Mother-Friendly Worksites in Texas including retail stores, schools, hospitals, law offices and corporations.

17. How important would having your company recognized as a “Mother-Friendly Company” by the Department of State Health Services be to your organization, would you say . . .? (READ LIST)

- Not at all important1
- Not very important.....2
- Neither important nor unimportant3
- Somewhat important4
- Very important5
- Don’t know6

18. What are the benefits to your company to provide breastfeeding support to female employees? (DO NOT READ LIST)

	<u>FIRST MENTION</u>	<u>SECOND MENTION</u>	<u>THIRD MENTION</u>
Less absenteeism by mother1	2	3	
Greater job productivity because the mother is less stressed about her baby.....1	2	3	
A healthier work force because breastfeeding is best for the mother and baby.....1	2	3	
None.....1	2	3	

Other (specify) _____

19. What are the greatest challenges to offering breastfeeding support to female employees in order of importance? (DO NOT READ LIST.)
- | | <u>FIRST
MENTION</u> | <u>SECOND
MENTION</u> | <u>THIRD
MENTION</u> |
|--|--------------------------|---------------------------|--------------------------|
| Time | 1 | 2 | 3 |
| Space | 1 | 2 | 3 |
| Office layout | 1 | 2 | 3 |
| Privacy issues | 1 | 2 | 3 |
| How to determine compensation based on time taken off to pump..... | 1 | 2 | 3 |
| Other (specify)..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

20. Does your company have space available to create a lactation/breastfeeding room (at your corporate location/at your retail locations)?

	Q20a CORP	Q20b RETAIL	
Yes	1	1	IF YES TO BOTH, SKIP TO Q.22
No.....	2	2	CONTINUE

(ASK FOR EACH 'NO' IN Q.20)

21. How difficult would it be for your company to ***make a private space*** available to female employees who wish to express milk (at your corporate locations/retail locations)? Would you say . . . (READ LIST)

	Q21a CORP	Q21b RETAIL
Very difficult.....	1	1
Difficult	2	2
Somewhat difficult	3	3
Not very difficult.....	4	4
Not at all difficult.....	5	5

****READ:** Now I would like to ask you a couple of questions that relate to customers who may choose to breastfeed at one of your stores/locations, etc.

22. Who at your company is responsible for developing a breastfeeding policy related to your customers? Would it be . . . ? (READ LIST)

You.....	1	→ CONTINUE
You and someone else	2	→
Someone else	3	→ SKIP TO Q.31 AND THEN REQUEST TO SPEAK WITH THAT PERSON AT END OF SURVEY.

23. Are you aware of any laws in the State of Texas pertaining to public breastfeeding?

- Yes1 CONTINUE
- No.....2 SKIP TO Q.25
- Don't know3 SKIP TO Q.25

24. Based on what you may have seen, read, heard or experienced, what do you recall about the state laws regarding breastfeeding in public? (DO NOT READ LIST. PROBE FOR CLARIFICATION)

- Nothing1
- I think there is a law protecting women who choose to breastfeed in public, but I am not sure what the details are.....2
- There is a law that protects a women's right to breastfeed anywhere she chooses3
- Other (specify)_____4

25. Does your company have a policy regarding customer's breastfeeding at your place(s) of business?

- Yes1 → CONTINUE
- No.....2
- Other3 → SKIP TO Q.27

26. If yes, what is your company's policy?

27. If a local outlet of your business wanted to develop such a policy, could they develop one?

- Yes1 → CONTINUE
- No2
- Don't know3 → SKIP TO Q.29

28. Who (or what position) would that local outlet need to contact at the corporate office for assistance in creating a policy for breastfeeding on site? (PLEASE BE SPECIFIC)

29. Has there ever been an incident when a woman was asked to leave your place of business because she was breastfeeding?

- Yes 1 → CONTINUE
- No 2
- Don't know 3 → SKIP TO Q.31

30. What were the circumstances of the situation? (PLEASE BE SPECIFIC)

DEMOGRAPHIC QUESTIONS

31. Would you consider displaying a decal or sign indicating your store/location is a breastfeeding friendly business?

- Yes 1
- No 2
- Don't know 3

32. How long have you worked in the field of Human Resources? (NO RANGES)

_____ Years

33. If the Department of State Health Services wanted to contact your company about "Mother-Friendly" designation and its requirement, who would they need to contact?

- You 1
- Someone else (Specify _____) .

34. Approximately how many employees have gone on maternity leave at your company in the past year?

_____ (NO RANGES)

35. (IF FEMALE) Have you ever been on maternity leave while working for this company?

- Yes..... 1 CONTINUE
- No 2 SKIP TO Q.37
- Refused..... 3 SKIP TO Q.37

36. Did you breastfeed/continue to breastfeed after returning to work?

- Yes..... 1
- No 2
- Refused..... 3

37. Thank you for your participation, we can either send your incentive check to you or to a charity of your choice. Which would you prefer?

- Self..... 1
- Charity..... 2
- Refused payment..... 3

REFER TO Q.22, IF RESPONDENT IS NOT RESPONSIBLE FOR PLANNING; ASK TO SPEAK WITH THAT PERSON. ONCE REACHED, USE INTRODUCTION AND ASK QUESTIONS 22-37 OF THIS PERSON. THIS RESPONDENT WILL BE PAID \$_____

That is all the questions that I have for you at this time. Thank you for your participation. In order to send you (your incentive check/a confirmation of check sent to charity), may I please confirm your full name and address:

NAME: _____

COMPANY: _____

DEPT: _____

ADDRESS: _____

CITY: _____ ST: _____ IP: _____

PHONE: _____

**APPENDIX F:
English Telephone Survey**

NAME: _____ PHONE: _____

INTERVIEWER: _____ DATE: _____

I. INFANT NUTRITION SURVEY

ASK TO SPEAK TO THE MALE OR FEMALE HEAD OF THE HOUSEHOLD.

Hello, my name is _____. Today we are conducting a statewide survey regarding infant and small children’s nutrition related health issues and would like to include your opinions. Your household was randomly selected and no individuals will be identified in the research results. We are not selling anything nor will we put your name on a mailing list. This information will be used to improve health services in the state.

1. Are you the male or female head of your household?

Yes, male	}	1	CHECK
Yes, female		2	QUOTAS

No, not head of household **ASK TO SPEAK WITH HEAD OF HOUSEHOLD, IF NOT AVAILABLE, SCHEDULE AS A CALLBACK.**

2. Do you or anyone in your household work in the following fields or industries?

Traditional medical/healthcare services (i.e. doctors, nurses)	1
Lactation consulting, Midwifery or Doula Services	2
Natural or Holistic healthcare services	3
Pharmaceuticals	4
Manufacturing of infant care products (i.e. formula)	5
Manufacturing of Natural, Organic or Holistic food products	6

IF ANY SELECTED, THANK, TERMINATE AND TALLY.

Now I am going to begin asking questions relating to the topic of this survey, which specifically relates to nutrition issues for infants and small children.

7. Which of the following statements best describes you?

- | | | | |
|--|---|---|--------------------------|
| Currently have no children | } | 1 | SKIP |
| A grandparent | | 2 | TO .Q9 |
| Currently expecting your first child | | 3 | |
| Currently expecting a child, but not your first | | 4 | |
| Have children under 18 years of age, and not currently expecting | | 5 | |
| Other (Specify _____) | | | <input type="checkbox"/> |

8. Who in your household is/will be primarily responsible for choosing and preparing food for your Child/Children?

- | | |
|--------------------------------|---|
| You | 1 |
| You and someone else | 2 |
| Someone else (Specify : _____) | 3 |

9. In your opinion what is the best form of nutrition for newborns/infants? (DO NOT READ LIST)

- | | |
|-----------------------|---|
| Breast milk | 1 |
| Formula | 2 |
| Other (Specify _____) | 3 |

10. Which of the following best describes you/your intentions?

- | | |
|--|---|
| My children are/were/will be breastfed | 1 |
| I have grandchildren that are breastfed | 2 |
| I know individuals who have breastfed their children | 3 |
| I don't know anyone who has breastfed their children | 4 |

11. What is your personal reaction when you see a woman breastfeeding in public?
 Would you say . . . (READ LIST. ACCEPT ALL ANSWERS THAT APPLY)

- It doesn't bother me 1
- It doesn't bother me if she covers herself up or is discreet 2
- I do not think it is appropriate 3
- I think she should go to the nearest restroom 4
- I wish there was a more appropriate and private place for women to breastfeed other than a restroom 5
- I wish a manager or security guard would make the woman leave the location 6

12. Based on what you may have seen, read, heard or experienced, what are the benefits of breastfeeding for (infants/mothers)? (DO NOT READ LIST. PROBE) What other benefits are you aware of ?

(FOR ALL THOSE STATEMENTS NOT MENTIONED IN Q.12, ASK Q.13)

13. Regardless of whether you believe it to be true or not, please tell me if you recall hearing any of the following mentioned as 'benefits' of breastfeeding for (Infants/Mothers) (READ EACH STATEMENT NOT MENTIONED IN Q.12)

INFANTS:	<u>Q.12</u>	<u>Q.13</u>
Better for baby's health (helps build immunities)	1	1
Can increase baby's IQ	2	2
Builds a bond with the mother	3	3
Helps prevent SIDs (Sudden Infant Death Syndrome)	4	4
Helps prevent diabetes	5	5
Helps prevent obesity	6	6
Prevents allergies	7	7
Other (Specify _____)	<input type="checkbox"/>	

MOTHERS:		
Helps the mother lose weight faster	1	1
Helps to shrink the uterus to its pre-pregnancy size	2	2
Helps prevent excess bleeding	3	3
Builds a bond with the child	4	4
Releases hormones that help relax the mother	5	5
Saves money	6	6
More convenient	7	7
Helps prevent breast cancer	8	8
Other (Specify _____)	<input type="checkbox"/>	

(REFER TO Q.7 – IF CURRENTLY EXPECTING, BUT NOT FIRST OR HAVE CHILDREN UNDER 18, BUT NOT EXPECTING ASK Q.14. IF CURRENTLY EXPECTING FIRST CHILD, SKIP TO Q.16. ALL OTHERS SKIP TO 18)

14. Have you or your partner ever breastfed in public?

- | | | |
|-----|---|--------------|
| Yes | 1 | CONTINUE |
| No | 2 | SKIP TO Q.17 |

15. Where have you or your partner breastfeed while in public? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES)

- | | |
|-------------------|--------------------------|
| Restaurant | 1 |
| Grocery store | 2 |
| A park | 3 |
| A public restroom | 4 |
| Other: _____ | <input type="checkbox"/> |

16. How comfortable are you or your partner with breastfeeding in public? Would you say you are . . . (READ LIST)

- | | |
|--------------------------------|---|
| Very uncomfortable | 1 |
| Somewhat uncomfortable | 2 |
| Somewhat comfortable | 3 |
| Comfortable | 4 |
| Very comfortable | 5 |
| DO NOT READ Don't know/refused | 6 |

17. If you saw a sign or window decal at an establishment indicating that you are welcome to breastfeed at their location, how comfortable would that make you or your partner feel about breastfeeding at the location? Would you say . . . (READ LIST)

- | | |
|--------------------------------|---|
| Very uncomfortable | 1 |
| Somewhat uncomfortable | 2 |
| Somewhat comfortable | 3 |
| Comfortable | 4 |
| Very comfortable | 5 |
| DO NOT READ Don't know/refused | 6 |

18. Is there a law in the State of Texas regarding breast feeding in public?

- | | | |
|-----|---|--------------|
| Yes | 1 | CONTINUE |
| No | 2 | SKIP TO Q.20 |
| DK | 3 | SKIP TO Q.20 |

19. What is that law? What do you recall that it says about breastfeeding? (DO NOT READ LIST)

- The law protects women who choose to breastfeed in public,
but I am not sure what the details are 1
- The law protects a woman's right to breastfeed in public
anywhere she chooses 2
- Other: (Specify _____)

20. How would you describe a woman who breastfeeds her child in public? (PROBE FOR SPECIFICS)

21. Using a scale of 1 (strongly disagree) to 5 (strongly agree), how strongly do you agree with the following statements? (ROTATE)

- a. Breast milk is best for the baby and therefore people should try to breast feed
1 2 3 4 5
- b. Breast milk is best for the baby, but a mother should choose whether to breast or bottle feed based on what is best for her and her child
1 2 3 4 5
- c. Formula and breast milk are equally good for the baby so either is okay
1 2 3 4 5
- d. Mothers should be allowed to breastfeed their children in public without any limitations
1 2 3 4 5
- e. Breastfeeding should be done in a private place
1 2 3 4 5
- f. Breastfeeding is okay as long as the mother takes measure to cover herself while doing it
1 2 3 4 5
- g. There should be more private places set aside for women to breastfeed when they are out in public
1 2 3 4 5
- h. There should be more public information available about the laws regarding breastfeeding
1 2 3 4 5
- i. Employers should encourage women to breastfeed their children by offering private time and space to pump their breasts
1 2 3 4 5
- j. There should be labels on infant formula containers stating that the American Pediatric Society recommends breastfeeding as a healthier source of nutrition for infants
1 2 3 4 5

k. Formula companies should be limited in their marketing to new mothers in hospitals
1 2 3 4 5

l. Formula companies should not give out free formula to new mothers in the hospital
1 2 3 4 5

22. Have you ever heard of a woman being asked to leave an establishment or public place because she was breastfeeding?

Yes 1

No 2

18a. Please describe what you have seen, heard or read about this situation? (PROBE FOR SPECIFICS)

23. Have you ever heard of a woman being arrested for breastfeeding in public in the State of Texas?

Yes 1

No 2

18a. Please describe what you have seen, heard or read about this situation? (PROBE FOR SPECIFICS)

These last questions are for classification purposes only.

24. Which of the following best describes your marital status?

- Single, never married 1
- Married 2
- Divorced 3
- Widowed 4
- Other: (Specify _____)

25. How many children under 18 years of age do you have in your household?

None 1 —→SKIP TO Q.27

- One 2
- Two 3
- Three 4
- Four 5
- Five 6
- Six or more 7

26. Of those children under 18 years of age, how many are under the age of 2? (NO RANGES)

_____ CHILDREN UNDER AGE 2 IN HOUSEHOLD

27. Do you currently own or rent your home?

Own 1
Rent 2

28. Please describe your home/residence?

Single family home 1
Apartment/condo/townhome 2
Manufactured home/trailer 3
Other: (Specify _____)

29. How were you fed as an infant? Were you . . .

Breast fed 1
Formula fed 2
Other: _____ 3
Don't know 4
Refused 5

30. Which of the following best describes your total household income for 2005?

Under \$20,000 1
\$20,000 to \$30,000 2
\$30,001 to \$40,000 3
\$40,001 to \$50,000 4
\$50,001 to \$60,000 5
\$60,001 to \$70,000 6
More than \$70,000 7
DO NOT READ Refused 8

That is all the questions that I have for you at this time. In case my supervisor would like to verify that I spoke with you, may I please have your name and verify your phone number?

(RECORD ON SHEET).

Thank you for your participation in this study.