



WORLD BREASTFEEDING WEEK IS AUGUST 1-7, 2012

Over 170 countries celebrate World Breastfeeding Week each year to encourage breastfeeding and improve the health of babies around the world. In celebration of this special occasion, we would like to share some of our infant feeding study results.

WHAT HAVE WE FOUND?

Data from our first cohort (APrON's first 600 participants) suggest the following:

- 98.6% of women initiated breastfeeding, which is higher than the national initiation rate of 87.3% (CCHS 2009-2010).
- 54% of women at 3 months and 15.3% of women at 6 months were exclusively breastfeeding—a notable decline over this time period.
- 71% of breastfed infants were started on solid/semi-solid foods (excluding formula) between 3 and 6 months, which may help to explain why fewer women exclusively breastfed at 6 months when compared to the 3 month time point.
- Mothers who had a university degree were almost 4 times more likely to breastfeed exclusively for the first 6 months.
- Mothers who had previously had a child were also more likely to exclusively breastfeed for the first 6 months.

TAKE HOME MESSAGE:

The World Health Organization recommends women exclusively breastfeed for the first 6 months. Although almost all of our participants initiated breastfeeding, only 15.3% were breastfeeding when baby was 6 months old. We hope that these results will help inform provincial policy and programs to improve compliance with the WHO guidelines.



Heather Wagner Photography

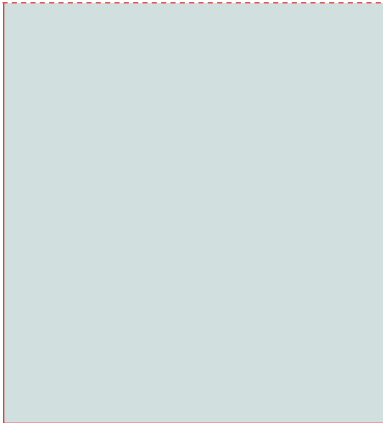


WE WANT TO HEAR FROM YOU!

Being involved in a study for nearly four years is a pretty huge commitment—especially when you have children, a job, a home, social obligations—the list goes on and on! As a participant, what keeps you engaged and interested in our study? We want to hear

from you! We are looking for participants to join an advisory committee that will provide guidance to the APrON team as we plan the next phases of the APrON study. To volunteer for the committee or for more information, please contact us by email at infocalgary@apronstudy.ca.

Join our advisory committee and help bring a participant voice to our research team!



THE END OF AN ERA - APRON STOPS RECRUITING NEW PARTICIPANTS

The APrON team officially stopped taking new participants on June 29th, 2012. With over 5000 moms, dads and babies in our study, you are now part of one of the largest pregnancy cohorts in the province! We look forward to sharing more results with you as our team changes its focus from recruitment to data collection and analysis.

Contact us!

If you have any suggestions, questions or comments, please let us know. We appreciate any and all feedback!

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