

## Why Some Women Don't Breast-Feed

Table A1. Reasons given for not breast-feeding (percentage distribution of answers)\*

Country	Group <sup>a</sup>	Number res-ponding	Child		Mother					Medical advice	Other	
			in hospital, ill	does not suck, "dislikes"	no milk, insufficient milk	breast and nipple problems	ill	emotional problems, beliefs	work, "too busy"			does not want to
Chile	A	25	% 16	% 12	% 28	% 16	% 12	% 0	% 0	% 4	% 4	% 8
	C	27	15	11	52	7	15	0	0	0	0	0
	R	21	43	14	29	10	5	0	0	0	0	0
Guatemala	A	69	6	6	43	9	4	13	0	13	0	7
	C	59	20	10	37	3	2	2	0	3	0	22
India	A	37	8	0	59	0	16	0	0	0	0	7
	B	37	3	3	51	0	38	0	0	0	0	5
Philippines	A	190	8	4	37	13	6	3	15	6	0	7
	C	131	5	8	50	12	6	8	8	2	0	2
	R	51	0	12	39	18	8	12	4	8	0	0
Hungary	all	251	0	0	45	0	14	0	0	0	0	41
Sweden	all	47	17	6	23	23	11	13	0	6	0	0

\* Child in hospital or ill includes some infants hospitalized because of prematurity. No explanation is available for the high proportion of "other" reasons in the returns from Hungary.  
<sup>a</sup> A = economically advantaged, B = urban middle income, C = urban poor, R = rural

Only a small minority of mothers in the WHO survey never breast-fed at all. This table reproduced from the WHO study gives their reasons.

## Advertising and Breast-Feeding: WHO's Unadvertised Data

COUNTRY/PROMOTION	Group *	Free Sample Distribution **	Percentage of Mothers Breast-Feeding		
			At Birth	At 9 Months	At 18 Months
<b>ETHIOPIA:</b> Advertising, not intensive	A	8%	91%	29%	8%
	C	7	97	81	70
	R	n/a	100	100	97
<b>NIGERIA:</b> URBAN: intensive mass advertising; RURAL: intensive sales promotion	A	24	100	20	0
	B	16	100	68	0
	C	10	100	100	79
	R	5	100	100	82
<b>ZAIRE:</b> No intensive advertising	A		100	83	25
	C		100	96	56
	R		100	100	80
<b>CHILE:</b> Some advertising, not intensive	A	6	93	8	0
	C		92	46	0
	R		95	52	32
<b>GUATEMALA:</b> URBAN: intensive advertising and promotion to health facilities; RURAL: radio advertising, limited	A	5	77	5	0
	C	19	91	62	29
	R	5	98	90	61
<b>INDIA:</b> URBAN: intensive mass advertising; RURAL: advertising, not intensive	A		96	47	29
	B		96	66	44
	C		99	95	80
	R		100	100	95
<b>PHILIPPINES:</b> Intensive advertising and promotion to health facilities	A	27	68	5	0
	C	9	85	38	34
	R	41	94	75	42
<b>HUNGARY</b>	all		97	10	0
<b>SWEDEN:</b> Advertising limited by law to professional journals	all		93	10	0

\*\* Percentage of mothers delivered in the hospital who received free samples of formula; where no number is given, the practice was rarely reported (except in Hungary, where the question was not asked).

\* A = economically advantaged, B = urban middle-income, C = urban poor, R = rural.

SOURCE: Contemporary Patterns of Breast-Feeding, World Health Organization, 1981, pp. 19-29, 71, 32, 37.