

A Survey of Breastfeeding Knowledge and Attitudes

Welcome

This survey is being conducted by Maryam Malekian, an MRes student at Bournemouth University (BU), under the supervision of Professor Vanora Hundley and Dr. Michelle Irving. This survey is part of her final thesis for the MRes degree, which aims to assess breastfeeding knowledge, attitudes, and influencing factors among students of childbearing age who, or whose partners, have never been pregnant.

Before you decide whether to participate, please take the time to read the participant information sheet carefully.

Your participation in the study is entirely voluntary. If you decided to participate in this survey, you may withdraw at any time by simply closing the browser page. However, once you submit the survey, your rights to access, change, or delete your data will be limited to maintain the integrity of the research. We hope that you will choose to complete the survey, but do not have to do so. Non-participation or withdrawal will not affect you in any way. Taking part involves answering the questions in the survey to the best of your ability.

The survey will take approximately 8 minutes to complete. We will do our best to keep your information confidential. All data is stored in a password protected electronic format. To help protect your confidentiality, the survey will be anonymous and will not contain information that will personally identify you. The results of this survey will be used for scholarly purposes only. The survey findings might be published in an academic journal, but no individual will be identified.

✉ If you have any questions about the survey, please contact:

Maryam Malekian (Bournemouth University) at mmalekian@bournemouth.ac.uk

Vanora Hundley (Bournemouth University) - vhundley@bournemouth.ac.uk

Michelle Irving (Bournemouth University) - mirving@bournemouth.ac.uk

1. Consent to Participate

By clicking on the "Agree to participate in the survey" button below, you confirm that you agree to the following statements:

- ✓ You have read and understood the above information and the Participant Information Sheet for this research project.
- ✓ You consent to participate in this questionnaire voluntarily.

If you do not wish to participate in the research study, then please decline participation by clicking on the "Disagree- do not wish to participate" button.

- ☐ Agree to participate in the survey
- ☐ Disagree- do not wish to participate

Breastfeeding Attitudes

This section helps us better understand attitudes about breastfeeding. Please note that all opinions are valuable, and there are no right or wrong answers. Your perspective matters most.

2. For each statement, please indicate your level of agreement by selecting one.

The nutritional benefits of breast milk lasts only until the baby is weaned from breast milk.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Formula-feeding is more convenient than breastfeeding.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breastfeeding increases mother-infant bonding.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breast milk is lacking in iron.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Formula-fed babies are more likely to be overfed than are breast-fed babies.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral

- ☐ Agreement
- ☐ Strong Agreement

Formula-feeding is the better choice if a mother plans to work outside the home.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Mothers who formula-feed miss one of the great joys of motherhood.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Women should not breastfeed in public places such as restaurants.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Babies fed breast milk are healthier than babies who are fed formula.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breast-fed babies are more likely to be overfed than formula-fed babies.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Fathers feel left out if a mother breast-feeds.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breast milk is the ideal food for babies.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breast milk is more easily digested than formula.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Formula is as healthy for an infant as breast milk.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breast-feeding is more convenient than formula feeding.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breast milk is less expensive than formula.

- ☐ Strong Disagreement

- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

A mother who occasionally drinks alcohol should not breast-feed her baby.

- ☐ Strong Disagreement
- ☐ Disagreement
- ☐ Neutral
- ☐ Agreement
- ☐ Strong Agreement

Breastfeeding Knowledge

This section explores your knowledge of breastfeeding.
Please answer based on what you believe to be correct.

3. Yes/No Questions: Select **"Yes"** if you think the statement is correct, and **"No"** if you think it is incorrect.

Breastfeeding cuts down on the mother's bleeding after delivery.

☐ Yes

☐ NO

Breast milk makes up a complete diet for baby. No extras (foods, vitamins etc.) are needed until the baby is close to six months of age

☐ Yes

☐ NO

If breasts are small, you might not have enough milk to feed the baby.

☐ Yes

☐ NO

When a mother is sick with the flu or a bad cold, she can usually continue to breastfeed her baby.

☐ Yes

☐ NO

Babies who are breastfed tend to get fewer allergies than babies who get formula.

☐ Yes

☐ NO

The pill is the best way to keep from getting pregnant while you are breastfeeding.

☐ Yes

☐ NO

You shouldn't try to breastfeed if you are planning to go back to work or school since you won't be able to be with

your baby for feedings

☐ Yes

☐ NO

The more often you breastfeed, the more milk you will have for your baby.

☐ Yes

☐ NO

Babies who are breastfed tend to get fewer infections than babies who get formula.

☐ Yes

☐ NO

Many women are not able to make enough milk to feed their baby

☐ Yes

☐ NO

Multiple Choice Questions: Select the answer you think is most correct.

4. The best food for a newborn is:

☐ breast milk

☐ formula

☐ breast milk and water

5. Because babies may get a bad reaction to certain foods, breastfeeding mothers should never eat:

☐ Pizza or other spicy foods

☐ Coffee or tea or other drinks with caffeine

☐ All of the above

☐ None of these are correct

6. After the baby loses weight following birth, he will probably gain it back faster if:

- ☐ He is breastfed.
- ☐ He is bottle-fed.
- ☐ Neither is correct.

7. You shouldn't try to breastfeed if you:

- ☐ Have twins
- ☐ Have a C-section
- ☐ Drink a lot of alcoholic beverages

8. Breastfeeding mothers' nipples get sore if:

- ☐ The baby's feeding position is not right
- ☐ The mother has light colored skin
- ☐ This is the first baby she has breastfed

9. When you breastfeed the best way to tell if the baby is getting enough milk is that:

- ☐ He does not suck on his fist after he is done nursing
- ☐ He does not cry
- ☐ He has 6 or more wet diapers in 24 hours

10. When you breastfeed:

- ☐ You may get your figure back easier
- ☐ You nearly always gain weight
- ☐ You may feel weak when you feed your baby

11. If you breastfeed:

- ☐ No one else can help you with the baby since you have to feed her
- ☐ More of your time will be taken up by the baby than if you bottle-feed

- ☐ It will be very difficult to feed the baby in public places
- ☐ None of the above are correct

12. Breastfeeding will probably make:

- ☐ Your breasts sag
- ☐ Your breasts larger after you stop breastfeeding your baby
- ☐ No difference in the size or shape of your breasts

13. Breastfed babies need:

- ☐ Only breast milk for the first 4 to 6 months.
- ☐ A bottle of formula every day or so.
- ☐ Extra water daily.

Demographic and Personal Background Information

This section collects basic demographic information and background details. The information you provide will help us assess how various factors may influence knowledge and attitudes toward breastfeeding. Please answer the following questions:

14. What is your age?
(Please specify in years)

15. What is your gender?

16. What is the name of your course or program of study?

17. What is your level of study?

- ☐ Undergraduate
- ☐ Postgraduate (PG Cert, PG Dip, MSc, MA, LLM, MRes, MPhil, PhD, Post-doc)

18. What is your racial or ethnic background?
(Please select the option that best represents your identity)

- ☐ Mixed/Multiple ethnic groups (e.g., White and Black Caribbean, White and Asian, White and African, other mixed backgrounds)
- ☐ White (e.g., British, Irish, European)
- ☐ South Asian (e.g., Indian, Pakistani, Bangladeshi, Sri Lankan, Nepalese)
- ☐ East Asian/Southeast Asian (e.g., Chinese, Japanese, Korean, Filipino, Thai, Vietnamese, Malaysian, Indonesian, Burmese)

- ☐ Middle Eastern/North African (MENA) (e.g., Arab, Persian/Iranian, Kurdish, Turkish, Berber, Egyptian, Moroccan, Lebanese)
- ☐ Black/African/Caribbean/Black British (e.g., Nigerian, Ghanaian, Somali, Jamaican, Trinidadian, Haitian)
- ☐ Hispanic/Latino (e.g., Mexican, Puerto Rican, Cuban, Colombian, Brazilian, Argentine)
- ☐ Indigenous/First Nations (e.g., Native American, Inuit, Métis, Aboriginal Australian, Māori)
- ☐ Jewish (e.g., Ashkenazi, Sephardic, Mizrahi)
- ☐ Other

19. If you are from another racial or ethnic background not listed above, please specify:

20. What is the geographic location of your permanent residence?

- ☐ Urban
- ☐ Suburban
- ☐ Rural

21. Are you an only child?

- ☐ Yes
- ☐ No

22. What is your parent's highest educational level?

(Please select the highest qualification between your mother and father. If you do not have parents or have never lived with them, please select "Not applicable")

- ☐ No qualifications
- ☐ GCSE or equivalent
- ☐ A-level or equivalent
- ☐ Higher education

☐ Not applicable

23. What is your current employment status?

- ☐ Employed (full-time or part-time)
- ☐ Self-employed
- ☐ Unemployed
- ☐ Home-maker
- ☐ Student

24. What is your household's annual income?
(If you live with your parents, include their income.)

- ☐ Less than £23,000
- ☐ £23,000 to £50,270
- ☐ Over £50,270

25. What is your marital status?

- ☐ Unmarried
- ☐ Married, or in a domestic partnership
- ☐ Widowed
- ☐ Divorced
- ☐ Separated

26. Were you breastfed as a baby?

- ☐ Yes
- ☐ No
- ☐ Not sure

2713. Do you know someone who has breastfed a baby?

- ☐ Yes
- ☐ No

28. Have you ever witnessed a woman breastfeeding in person?

- ☐ Yes
- ☐ No

29. Have you or your partner ever breastfed?

- ☐ Yes
- ☐ No

30. Would you breastfeed, or support a partner to breastfeed, in the future?

- ☐ Yes
- ☐ No

31. If you answered "Yes" to the previous question, how long would you be comfortable with your baby breastfeeding?

- ☐ Only after birth
- ☐ Less than 3 months
- ☐ Less than 6 months
- ☐ 6 months or more
- ☐ 12 months or more

32. How much do you feel media or social media has influenced your decisions regarding breastfeeding or formula feeding?

- ☐ Strongly influenced my decision
- ☐ Somewhat influenced my decision
- ☐ Had no influence on my decision

☐ I do not engage with media or social media regarding this topic

33. Have you previously learned about breastfeeding as part of formal or informal instruction?

☐ Yes

☐ No

34. If yes, where/how? (Please specify below)

**35. What factors do you think have affected your knowledge and attitudes about breastfeeding?
(Please explain)**

Thank You

Thank you for taking the time to complete this survey. Your participation is greatly appreciated.

Prize Draw

To thank you for your participation, we are holding a monthly prize draw where one randomly selected participant will receive a £25 Amazon Voucher.

If you wish to participate in the draw, please copy and paste the link below into a new web page and provide your email address:

[Prize Draw Link]

- ◆ Please note that entering your email address in the link above ensures that all responses collected in this survey remain **anonymous** and **cannot be linked** to you in any way.

Confidentiality Reminder

Your responses will remain completely anonymous and will be used solely for research purposes. If you have any concerns or wish to withdraw your responses, please contact the research team as soon as possible.

Next Steps

You may now close this window or navigate away from this page. Thank you once again for your valuable time and contribution to this research.