BREASTFEEDING MOTHER’S UNDERSTANDING OF GROWING-UP MILK ADVERTISEMENT

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Rationale for this study

WHO states that:

- A number of studies strongly suggest a direct correlation between marketing strategies for follow-up formulae with perception and subsequent use of these products as breast-milk substitutes.

- In many instances, the packaging, branding and labeling of follow-up formula closely resembles that of infant formula.

- This leads to confusion as to the purpose of the product, i.e. a perception that follow-up formula is a breast-milk substitute.
“Even though follow-up formula is **not necessary**, and is **unsuitable** when used as a breastmilk replacement, it is marketed in a way that may cause confusion and have a negative impact on breastfeeding.... while follow-up formula may not be explicitly promoted as a breastmilk substitute.... packaging, branding and labeling may induce mothers to use follow-up formula in the first six months of life and/or to stop breastfeeding after this period.”
"If follow-up formula is marketed or otherwise represented to be suitable, with or without modification, for use as a partial or total replacement for breastmilk, it is covered by the Code."

Where follow-up formula is otherwise represented in a manner which results in such product being perceived or used as a partial or total replacement for breastmilk, such product also falls within the scope of the Code."
General Objective

• To determine if marketing of growing up milk in mass media influences a mother’s choice of feeding
Methodology

Inclusion Criteria:
• breastfeeding mothers
• with children (above 1 year of age until 5 years of age)

Venue: Community Clinics (Maternal Child Health Sessions) at Alor Gajah, Malacca, Malaysia

Time:  8am to 1pm          Date:    16-20 June 2014
All mothers who fitted the criteria were taken as samples.

Tool:  Structured interviewer based questionnaire

Data entry and analysis : SPSS.
Main component of this research

Show the mother the paper advertisement for five seconds.
Then ask the mother what she saw and tick the respond below:

[ ] A. Saw the formula brand. Name the brand________________

[ ] B. Saw the number 1 on the label

[ ] C. Saw the number 2 on the label

[ ] D. Saw the number 3 and 4 on the label

[ ] E. Saw the mama’s milk words on the label
Sample of pictures shown to mothers
Preliminary Findings

Total number of respondents: 53
- Majority of the mothers had secondary education: 66%
- Only 35.8% of the mothers were exclusively breastfeeding
- When shown the picture of the milk formula
  90.6% saw the brand but only 75.5% got the brand right
  50.1% saw the number 1
  52.8% saw the number 2
  58.5% saw the number 3 and 4
  62.3% saw the Mama’s Milk word
## Responses: Exposure to Growing-Up Formula Ads

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (%)</th>
<th>Disagree (%)</th>
<th>Unsure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>no obvious difference between the packaging of infant formula and the growing up milk</td>
<td>41.5</td>
<td>41.6</td>
<td>16.9</td>
</tr>
<tr>
<td>no obvious difference between the labeling of infant formula and growing up milk</td>
<td>58.5</td>
<td>30.2</td>
<td>11.3</td>
</tr>
<tr>
<td>can differentiate the advertisement for infant formula and growing up milk</td>
<td>50.9</td>
<td>37.5</td>
<td>11.6</td>
</tr>
<tr>
<td>more likely to buy that brand of milk for my baby who is less than one-year-old if see an advertisement in the media</td>
<td>20.7</td>
<td>66</td>
<td>13.3</td>
</tr>
<tr>
<td>make sure there is a follow through formula when I pick a milk brand for my baby</td>
<td>62.3</td>
<td>30.2</td>
<td>7.5</td>
</tr>
</tbody>
</table>
Possible Deductions

• Since 90.6% of mothers saw the brand name therefore **brand name is something that mothers notice in advertisements**

• The words “Mama’s Milk” was seen by a higher percentage of mothers compared to the numbers 1,2 and 3&4 which points to a possible linking of mother’s milk to **infant and growing up formula**
Perplexing Finding

The majority of mothers thought they could differentiate the advertisement for infant formula and growing up milk yet the only thing that attracted them to the paper advertisement was the brand name and many could not even see what type of milk that was being advertised.
Limitations

- Interviewer bias
- Recall bias
- Samples limited to community clinics within PKD Alor Gajah
- Susceptible to bias due to low response and misclassification due to recall bias.
- Difficult to interpret.
- Only verbal consent taken
Conclusion

Mothers did not notice any obvious difference between packaging and labeling of infant formula and that of growing up milk and mothers milk.

Therefore there may be cross reference to the brand mothers milk (they may buy infant formula from the brand that they used while pregnant) and continue for growing up milk.
Recommendation

• Increase the number of samples
• Diversify source of samples: take samples from other sources such as hospitals and private clinics or even at shopping malls instead of limiting to the KK at PKD
• Involve mothers who are not breastfeeding so that calculation of odds ratio can be carried out

Questions to be added to be more clear
✓ of the choice of milk after taking mothers milk
✓ if follow-on milk is influenced by taking mothers milk
✓ If taking mothers milk influence mothers to buy infant formula of the same brand or of other brands
Love has nothing to do
With what you are expecting to get -
Only what you are expecting to give.

(Katharine Hepburn)