

**Public Opinion Programme
The University of Hong Kong
Hong Kong Infant and Young Child
Nutrition Association**

Jointly Conduct

Mother Survey on Breastfeeding

Survey Questionnaire (Final)

7 October 2011

Part I Self-introduction

Hello, sir/madam, my name is _____. I'm an interviewer from the Public Opinion Programme (POP) at the University of Hong Kong. We are now conducting a survey on breastfeeding for mothers. I would like to invite you to participate in an interview which will take only a few minutes. Please rest assured that your telephone number was randomly selected by our computer and all information you provide will be kept strictly confidential. Is it okay for us to start this survey?

Yes

No (Interview ends, thank you for your cooperation, bye bye) → Skip to end

Part II Selection of Respondents

[S1] Is there any female household member who has at least a 36 month old or younger infant? Since we need to conduct random sampling, if there is more than one available, I would like to speak to the one who will have his / her birthday next. (Interviewer can make an illustration by citing an example, "Is there anyone whose birthday is in April or May or in the coming 3 months?) 【If there is no target respondent in the household, interview ends】

Yes –one (go to S2)

Yes –more than one, _____ [input exact figure] (go to S3)

No → Interview ends, thank you for your cooperation, bye-bye.

[S2] For quality control purpose, our conversation may be recorded. However, it is for internal reference only and will be destroyed shortly after our quality control process is completed. Is it okay for us to start this survey?

Is it okay to start?

Yes → Start the interview

No → Interview ends

[S3] Since we need to conduct random sampling, if there is more than one family member who is eligible, I would like to speak to the one who will have her birthday next. Is it okay for us to start this survey?

Yes, the one who answered the phone is the respondent → Start the interview

Yes, another family member is the respondent [Interviewer to re-introduce him/herself]

No – household level refusal → Interview ends

No – known respondent refusal → Interview ends

Part III Opinion Questions

[Q1] How old is your baby? [If there are more than one, please answer with the older child]

_____month old (input exact figures)

Don't know/Hard to say

Refuse to answer

[Q2] Have you tried breastfeeding before?

Yes

No (Skip to Q4)

Refuse to answer (Skip to Q4)

[Q3] How long did you breastfeed?

Up to 1 month old

Up to 2 months old

UP to 4 months old

Up to 6 months old

Up till 1 year old

Up till 2 years old

Above 2 years old

Still breastfeeding(Skip to Q5)

Don't know/Hard to say (Skip to Q5)

Refuse to answer (Skip to Q5)

[Q4] [Ask only those who had answered "no" in Q2 and "has stopped breastfeeding" in Q3] What is the main factor affecting your decision to stop breastfeeding / of never tried breastfeeding? [Do not read out options, multiple answers allowed]

Not enough milk

Poor health condition

Maternity leave is over

Need to work / no time

Heavy pressure at work

Lack of breastfeeding facilities in office

Baby has grown up, no need to drink milk

Baby doesn't know how / is not willing to be breastfed

Lack of breastfeeding facilities in public

Too tiring
Lack of breastfeeding skills
Lack of family support
Did not start breastfeeding since birth
Pregnant again
Troublesome
Not enough breastfeeding skills from medical professionals
Influenced by milk formula promotion e.g. advertisement, talks etc.
Lack of the promotion on advantages of breastfeeding
No reason
Others, please specify: _____
Don't know / hard to say
Refuse to answer

[Q5] How do you think would encourage mothers in Hong Kong to breastfeed? [Do not read out options, a maximum of 3 answers are allowed]

More breastfeeding facilities in public
More public education on the advantages of breastfeeding
More breastfeeding facilities in offices
Lengthen the maternity leave
More encouragement from medical professionals on breastfeeding
More training on breastfeeding from medical professionals
Supervision on infant milk formula promotion e.g. advertisement, talks etc
More support from family and friends
More support and accommodation from workplace
More support from medical professionals on breastfeeding e.g. hotline
Provide nursery room in hospitals for mother and child to be together for all hours
It's a self decision, no other methods
Government policy on encouraging employers to accommodate breastfeeding employees
Others, please specify: _____
Don't know/ Hard to say
Refuse to answer

[Q6] From what channels have you ever received information on breastfeeding and infant feeding? [Do not read out options, multiple answers allowed]

Hospitals / clinics
Internet
Family / friends / colleagues
Medical professionals
Media

Books
Health talks
Posters / leaflets
Government promotion / release / publishings
Mothers' clubs / milk formula manufacturers
Institutes supporting breastfeeding
Community activities
Advertisements on MTR / KCR / public transport
Never received
Others(Hotline)
Others, please specify: _____
Don't know/ Hard to say
Refuse to answer

[Q7] When you have to choose instant milk formula, do you need information from the following organizations to help you decide? [Read out below answers, order to be randomized by computer, multiple answers allowed]

Government
Medical professionals
Milk formula manufacturers
None of the above
Don't know / Hard to say
Refuse to answer

[Q8] Do you agree with the following statement: The government should be the single source provider on information on breastfeeding and infant feeding?

Yes
No
Don't know / hard to say
Refuse to answer

[Q9] The World Health Organization suggests that babies should be breastfed in their first 6 months. Some developed countries ban the promotion of milk formula for babies aged 6 months or below. Do you think this ban should be applied to formula for babies aged 6 months or above as well?

Yes
No (Skip to Q11)
Don't know / hard to say (Skip to Q11)
Refuse to answer (Skip to Q11)

[Q10] [Ask only respondents who had answered “necessary” in question 9] If should, which of the following age group do you think the ban should apply to? [Read out options, 1 option allowed only]

6-12 months old

13-24 months old

25-36 months old

Don't know/Hard to say

Refuse to answer

[Q11] If milk formula manufacturers do not do promotions for babies 6 months or above, does it affect your choice on instant milk formula?

Yes

No

Don't know / hard to say

Refuse to answer

Part IV Personal information

I'd like to know some of your personal particulars in order to facilitate our analysis. If you do not want to disclose your info, you could refuse to answer.

[DM1a] Age

_____ (Input the exact age)

Refuse to answer

[DM1b] **【Only asked those people who have not provided exact age】** Age (Range)

[Interviewers can read out the range]

18-20

21-30

31-40

40 or above

Refuse to answer

[DM2] Educational attainment

Primary school or below

Secondary school

Matriculated

Tertiary, non-degree course

Tertiary, degree course

Postgraduate degree or above

Refuse to answer

[DM3] Occupation

Managers and Administrators

Professionals

Associate Professionals

Clerks

Service Workers

Agriculture, Animal Husbandry and Fishermen

Craft and Related Workers

Plant and Machine Operators and Assemblers

Non-skilled workers

Students

Full-time Housewives

Unclassified

Others (include unemployed, retired and other non-working class)

Refuse to answer

[DM4] Monthly Personal Income

HK\$ 5,000 or below

HK\$ 5,000 - 10,000

HK\$ 10,001 - 20,000

HK\$ 20,001 - 30,000

HK\$ 30,001 - 40,000

HK\$ 40,001 - 50,000

HK\$ 50,001 or above

Refuse to answer

The Interview is completed. If you have any questions regarding this interview, you can contact our supervisor at xxxx-xxx or call xxxx-xxxx during office hours to verify this interview's authenticity and confirm my identity.

***** **The End** *****