

## Profile of Breastfeeding using Mosaic

Produced by Wirral Council Performance & Public Health Intelligence Team

### Background to Mosaic

Mosaic is a geo-demographic population classification tool used to segment the population according to the type of neighbourhood in which they live. It is constructed from a range of data sources including the Census, consumer behaviour, hospital episode statistics (HES) and lifestyle factors. It is a useful tool for gaining more in-depth insight into the behaviour and beliefs of the population.

It also provides information on the communication methods the different groups are likely prefer, so it can be useful tool for disseminating information in the format people are most likely to respond to. Mosaic segments the population into 15 Groups (split into 69 Types) based on postcode. For a brief overview of the Wirral population analysed by Mosaic [click here](#).

### Breastfeeding

There is good evidence to show that breastfeeding has important advantages for both infant and mother, including (for the baby): lower rates of gastro-intestinal, ear and respiratory infections, lower rates of allergies, Sudden Infant Death Syndrome (SIDS) and diabetes (insulin-dependent); and (for the mother) lower rates of ovarian cancer, breast cancer, rheumatoid arthritis and osteoporosis.

The UK Infant Feeding Survey 2010, showed that breastfeeding initiation rates in the UK were 81%. This dropped off to 55% (any breastfeeding) by 6-8 weeks. The same figures in Wirral in 2010/11 were much lower, with 55% (initiation) and 30% still breast or mixed feeding by 6-8 weeks.

In Wirral, There were 3,736 births in Wirral in 2012-13. Of these, 1,119 were either exclusively breastfeeding or mixed feeding by 6-8 weeks (30%).

**Table 1:** Number of Wirral women breast or mixed feeding at 6-8 weeks compared to overall number of births, by Mosaic Group

Mosaic Group	Births	Breast or mixed feeding	%
A Residents of isolated rural communities	1	1	100%
B Residents of small and mid-sized towns with strong local roots	172	75	44%
C Wealthy people living in the most sought after neighbourhoods	43	25	58%
D Successful professionals living in suburban or semi-rural homes	171	104	61%
E Middle income families living in moderate suburban semis	708	269	38%
F Couples with young children in comfortable modern housing	113	53	47%
G Young, well-educated city dwellers	39	17	44%
H Couples and young singles in small modern starter homes	132	43	33%
I Lower income workers in urban terraces in often diverse areas	583	114	20%
J Owner occupiers in older-style housing in ex-industrial areas	432	154	36%
K Residents with sufficient incomes in right-to-buy social housing	363	83	23%
L Active elderly people living in pleasant retirement locations	64	28	44%
M Elderly people reliant on state support	68	22	32%
N Young people renting flats in high density social housing	191	25	13%
O Families in low-rise social housing with high levels of benefit need	656	106	16%
<b>Wirral total</b>	<b>3,736</b>	<b>1,119</b>	<b>30%</b>

\*Figure is estimate provided by Mosaic, will not tally exactly with Wirral Council's own figures

Analysis of breastfeeding (exclusive & mixed) at 6-8 weeks in Wirral indicates that there is wide variation in by Mosaic group. Rates range from 13% to 61% (Group A is such a small group in Wirral, it should be disregarded). Figure 1 below shows this information more clearly

**Figure 1:** Percentage of Wirral women breast or mixed feeding at 6-8 weeks

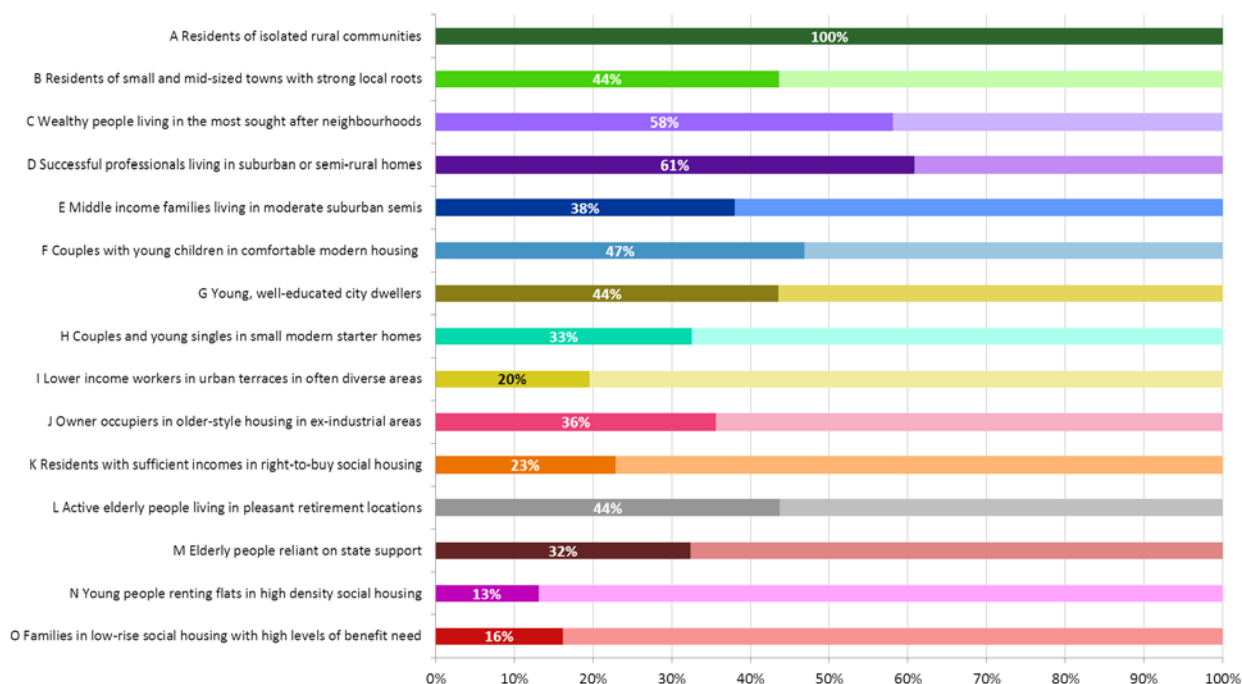


Figure 1 shows that breastfeeding is strongly associated with affluence. It is the wealthiest Mosaic Groups who are most likely to be still breast/mixed feeding at 6-8 weeks.

The Mosaic Groups with the lowest proportion of women still breastfeeding are the most income deprived groups - N, O and I. There are several options with regard to targeting different Mosaic groups. It may for example, be pragmatic to target a few specific Mosaic Types (within the larger Mosaic Groups) who analysis indicates are not averse to breastfeeding, but could still be encouraged to do so in greater numbers. The downside to this however, is that although it may result in greater numbers of women breastfeeding from more middle/affluent groups, which although may raise overall rates, could potentially widen health inequalities.

**Analysis indicates these deprived Mosaic Types have the lowest breastfeeding rates in Wirral:**

- **I43:** Older town centres terraces with transient, single populations (18% or 76 out of 248 women were breast/mixed feeding at 6-8 weeks)
- **N61:** Childless tenants in social housing flats with modest social needs (11% or 19 out of 167 women were breast/mixed feeding at 6-8 weeks)
- **O67:** Older tenants on low rise social housing estates where jobs are scarce (18% or 55 out of 300 women were breast/mixed feeding at 6-8 weeks)
- **O69:** Vulnerable young parents needing substantial state support (15% or 48 out of 323 women were breast/mixed feeding at 6-8 weeks)

**Analysis indicates these less deprived Mosaic Types have low breastfeeding rates in Wirral (but high numbers of births, and possibly not as averse to breastfeeding as other groups where rates are lower):**

- **E21:** Middle aged families living in less fashionable inter war suburban semis (32% or 60 out of 189 women were breast/mixed feeding at 6-8 weeks)
- **J45:** Low income communities reliant on low skill industrial jobs (31% or 60 out of 215 women were breast/mixed feeding at 6-8 weeks).

Some information about the deprived Mosaic groups with the lowest rates of breastfeeding is below:



**I43: Low income families occupying poor quality older terraces**

- Low incomes and unemployment
- Terraced housing
- Few qualifications, service/manual jobs
- Limited car and access to technology

This is one of the more difficult Mosaic Types to communicate with, as one of the only methods many respond to is TV (beyond scope of local campaigns). Face to face contact is preferred, unsolicited post tends not to be opened.



**N61 Childless tenants in social housing flats with modest social needs**

- Young single people, small flats
- Cash transactions, payday loans, live day to day
- Locally orientated, family nearby, car access low
- Low incomes/benefits
- Low skills, manual/transient work, worklessness

This group has the lowest rate of breastfeeding in Wirral (1 in 10), likely no role models who have. Long term benefits unlikely to resonate here, more immediate benefits should be highlighted. Read papers (local and national), respond to mobile comms.



**O67: Older tenants on low rise social housing estates where jobs are scarce**

- Low rise social housing
- Limited aspirations
- Minimum wage, semi-skilled and routine work
- Lack of community facilities
- Anti-social behaviour problems

Often insular areas, people only know others like themselves, few positive role models. Awareness of wider world lacking, face to face contact works best, some read local papers, emotive messages work best.



**O69: Vulnerable young parents needing substantial state support**

- Younger, single parents, deprivation
- Welfare benefits, unemployment
- High levels TV viewing
- Alcohol and tobacco use high
- Lack of access to car, public transport reliant

Social norms which operate here may be very different to other areas, generational family behaviours, health not a priority, many issues facing families here. Face-to-face contact preferred, papers (national and local), TV and mobile messaging.



**E21: Middle aged families living in less fashionable inter war suburban semis**

- Traditional, settled in communities
- Esteem not based on material success
- Mid to lower incomes, price conscious
- Couples in their 40s and 50s, often with children unable to afford to leave home

This group is open to a variety of comms methods, including the internet and mobile. Not averse to new ideas or messages, but behaviours may be long-standing and/or habitual. Fact based messages which emphasise cost ideal.



**J45: Low income communities reliant on low skill industrial jobs**

- Low wage jobs, low unemployment
- Stable communities
- Affordable housing
- Value for money important
- More reluctant users of technology

Health poorer than average, but people not averse to health messages, pride in working and keeping houses looking tidy. Receptive to face to face contact and local papers.

**Key Messages**

- Analysis of breastfeeding data for 2012/13 in Wirral, confirms that in line with national and previous findings, breastfeeding is very strongly related to deprivation. The most deprived Mosaic groups have the lowest rates of breastfeeding.
- In some Mosaic groups, only around one in 10 mothers are still breastfeeding at 6-8 weeks, compared to 6 in 10 in other Mosaic groups
- Some Mosaic Types live in uniformly deprived areas, where they are unlikely to meet anybody different to themselves and there will be few role models for practices such as breastfeeding
- Face to face contact, papers (national and local) and TV are popular with most of the groups where breastfeeding is particularly low.
- Emotive messages stressing more immediate benefits and addressing immediate concerns of younger women delivered in ways which are preferred (see above) likely to be most effective
- Messages which stress long term health benefits unlikely to resonate deeply, especially with younger groups like N61 who are likely to live day to day
- The role models who do exist from these communities (in terms of breastfeeding) likely to be most effective way of reaching others, important to avoid breastfeeding becoming something that seen as something only 'rich women do', not something 'people like me' do, which will polarise inequalities even further
- E21 and J45 not as 'resistant' as other groups, likely to have greater degree of success with these groups who are more open to variety of communications methods

For more information on any aspect of this Mosaic profile, please contact:

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